

jcpenny

convenient. practical. affordable

with *style*

LXFM 502|Fashion Marketing & Advertising Principles

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content



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project overview

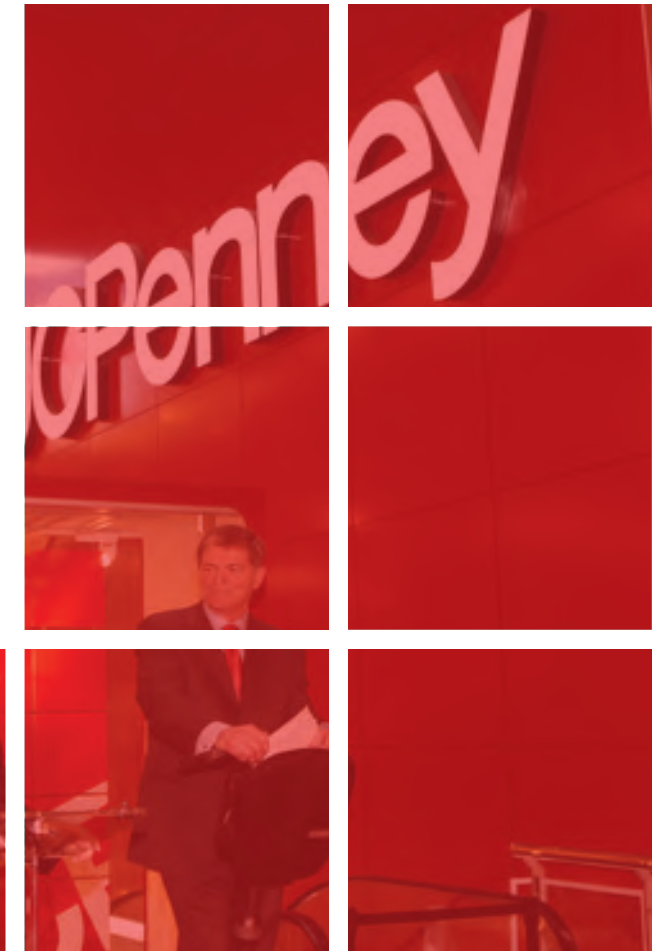
In our marketing plan we will:

- Analyze JCPenney's current values
- Analyze their current strengths, weaknesses, opportunities and threats
- Observe current customer's perceptions of JCPenney
- Develop objectives, goals, and strategies for our marketing campaign
- Develop personas to aid in targeting our desired market
- Plan improvements for JCPenney's in-store experience
- Plan improvements for a better digital experience
- Develop a detailed marketing campaign
- Produce a media schedule and marketing budget
- Suggest partnerships to strengthen the brand



introduction

Industry	Retail
Founded	Kemmerer, Wyoming (1902)
Founder (s)	James Cash Penney William Henry McManus
Headquarters	Plano, Texas
Number of locations	1,106 (2010)
Area served	United States
Key people	Myron E. Ullman, III Chairman and CEO
Products	Clothing, Footwear, Furniture Jewelry, Beauty Products, Electronics, Housewares



core value analysis

Current Company Values

Recently, JCPenney has created a long range plan in order to improve the company's performance and reputation. Our marketing campaign can easily fit within the current plan but it's main focus will be on redefining JCPenney's current target market and reaching out to that specific market.



Customers	America's favorite retail destination
<ul style="list-style-type: none"> • Refine marketing & messages • Customer satisfaction & loyalty • Experience 	
Merchandise	Consistently please customers
<ul style="list-style-type: none"> • Stylish, high-quality • Remarkable & Complete 	
Associates	Desired choice for retail career
<ul style="list-style-type: none"> • Build company culture → innovation & teamwork • CustomerFIRST initiative • Winning Together: integrity, performance, teamwork, quality, innovation, community 	
Performance	Become a growth leader in industry
<ul style="list-style-type: none"> • Financial performance • Resources=growth & innovation • Longer-term growth opportunities → maximize earnings potential & shareholder value 	

Inclusion & Diversity

- 150,000+ employees
- Diversity=unique skills & Inclusion=supportive environment
- Corporate culture

Social Responsibility

- Built on legacy
- Contributions & Volunteerism
- Collaboration w/ cultural advocacy groups
- Support Diverse Communities

Environmental

- Environmentally conscious retailer
- Responsible sourcing
- Committed to conserving natural resources
- By 2015...(Long-range plan)
 - Transportation



swot analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> Well known private brands Strong presence throughout the U.S. Good use of social marketing Efficient supply chain Recently implemented long range goals in order to boost their performance and reputation Long history as a leading US department store Offer a good range of merchandise in various sizes Extensive home selection 	<ul style="list-style-type: none"> Ineffective marketing strategies Lack of flow in store Limited available staff Cluttered store due to too much inventory Poor store image, not clear what makes JCPenney unique Lack of modern, accessible luxury brands strategies Inconsistent in visual merchandising strategies Business relies heavily on holiday season Over-reliance on mall locations
Opportunities	Threats
<ul style="list-style-type: none"> Utilize website and social marketing Market well-known brands to entice customers Update standards in dress, displays, customer service, etc. Increase the use of partnerships Fully utilize Sephora partnership to change image Offer accessible luxury brands Put more emphasis on women's accessories such as handbags Create an effective commercial time-slot 	<ul style="list-style-type: none"> Strong competition with other department stores, Wal-Mart, and close-out stores Other stores are currently successful in partnerships Weakened economy decreases customer's desire to shop Economy prohibits extensive expansion and remodeling Quickly changing trends and fickle customers make choosing proper merchandise difficult

market research

Market Trends

One of the current trends in retail is designer collaborations.

Designer Collaborations

Macy's

- Karl Lagerfeld
- Giambattista Valli

Sears

- FCUK
- Kardashians

Khol's

- Vera Wang
- Jennifer Lopez



strategic plan

Goals

- Enhance the brand image of JCPenney
- Increase profitability
- Increase amount of loyal customers

Objectives

- Promote our image as a family-oriented business.
- Increase customer awareness of our private labels.
- Emphasize the services we offer.
- Expand to target market to include younger consumers.

What do we mean by a family-oriented business?

We want JCPenney to be a great shopping experience for the whole family, not just mom. We will use marketing tools which will speak to dad and the kids as well.

In order to fully understand who our target market is, we have developed four personas, representing different age groups which make up a family in the United States.

The four personas are:

Chloe
Jake
Debra
Darryl



Promotional Models (Spokespersons)

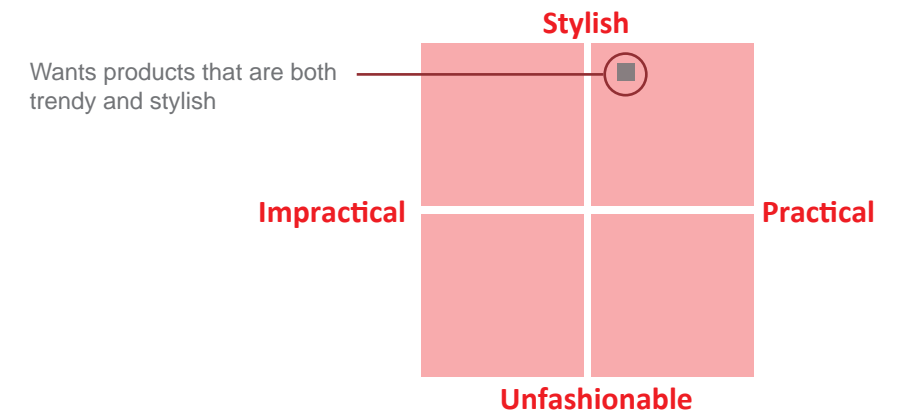
personas

Chloe



JC Penney has the cutest clothes and shoes!

- Age:** 15
- Education:** 10th Grade Student
- Lifestyle:** Shops with her mom and searches for the most trendy and stylish clothing
- Brands:** Total Girl, Arizona, American Living
- Hobbies:** Texting, Cheerleading, Hanging out with Friends, Fashion Makeovers
- TV Shows:** GLEE, MTV, Oxygen, Keeping Up With Kardashians, Jersey Shore, Bravo, Vampire Diaries
- Magazines:** Teen Girl, ELLE Girl, Cosmo Girl, Alloy Online

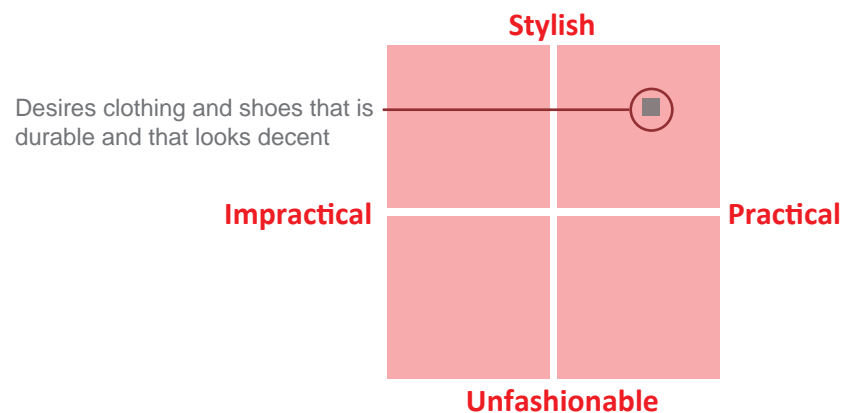


Jake



JC Penney ROCKS! They have the coolest kicks and jeans.

- Age:** 17
- Education:** 11th Grade Student
- Occupation:** Part-time worker at Jimmy John's subs
- Lifestyle:** Loyal to Vans brand; Visits store occasionally when hanging out with friends
- Brands:** Levi's, Arizona, Vans, Decree, Rusty
- Hobbies:** Skateboarding, Surfing, Rock Concerts, Playing the Electric Guitar, Partying, Video Games
- TV Shows:** ESPN Games, Adult Swim, The Simpsons, Family Guy, Spartacus, Entourage, True Blood, Bones
- Magazines:** Sports Illustrated, Revolver



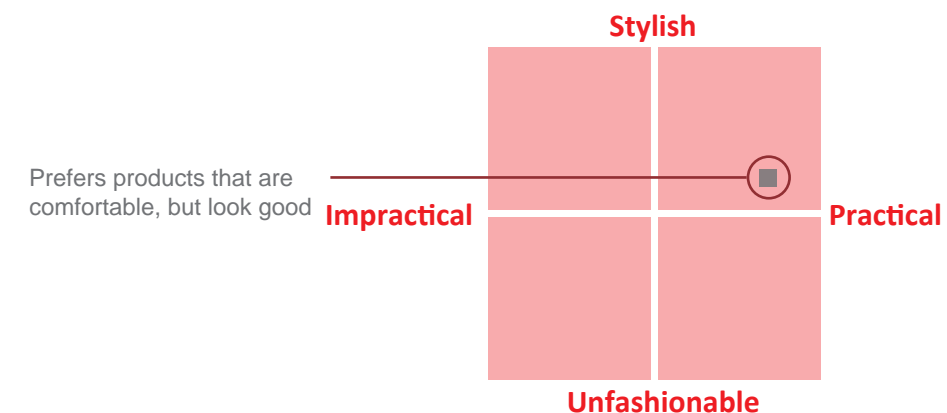
personas

Debra



JC Penney is convenient because I can find clothes for my whole family... and they have great sales!

- Age:** 32
- Education:** High School Diploma
- Occupation:** Office Receptionist
- Salary:** \$25,000
- HH Income:** \$65,000
- Brands:** Liz Claiborne, Worthington, Nicole by Nicole Miller
- Hobbies:** PTA Member, Church Member, Volunteering, Scrapbooking, Gardening
- TV Shows:** Grey's Anatomy, OWN, What Not To Wear
- Magazines:** O Magazines, Family Circle, Southern Living

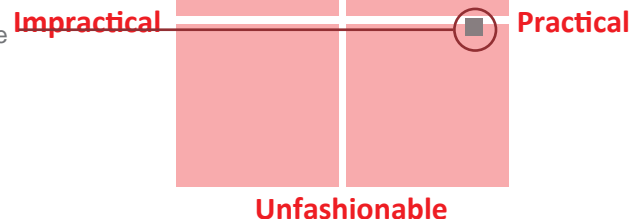


Darryl



I like JCPenney because they have good fashion for less!

Purchases products mainly for functionality, rather than for style



- Age:** 33
- Education:** Diesel Technician Mechanic
- Occupation:** Associate's Degree
- Salary:** \$36,000
- HH Income:** \$70,000
- Brands:** American Living, Levi's, Dockers, Claiborne, IZOD
- Hobbies:** Fishing, Sports, Church, Community Activist
- TV Shows:** ESPN, DIY Network, SPIKE TV, Fox, TNT, CBS
- Magazines:** Sports Illustrated, Men's Journal

strategy

For our campaign, we will utilize all traditional forms of marketing, along with new digital forms of marketing.

The JCPenney slogan will be:

“JCPenney: Convenient, Practical, Affordable....with Style”

Each form of advertising will take this slogan into consideration along with the personas we have developed.



marketing campaign

Television

Television commercials will show on all the major networks and several cable networks. Basic commercials showcasing JCPenney's current sales and merchandise will run throughout the year.

Special commercials will run during special seasons, focusing on big moments in family life. These commercials will have a very specific target customer and will run for a relatively short amount of time.

Wedding Season

Commercial shot in black in white to give the viewer the sense that JC Penney is classic, timeless, and chic. The commercial opens in silence to a bride getting dressed for her wedding, camera fades then the audience sees the happy couple walking down the aisle after their "I dos." Then a voice says "JC Penney...there for life's biggest moments." The commercial closes in color to give the audience the sense that JC Penney is relevant and modern with the end of the couple's reception.

Back-to-School

Commercial opens with teenage son/daughter leaving for college on the phone with Dad, he can't make b/c he's station overseas. Teenage guy/girl and mom arrive at the University...They arrive at son/daughter's dorm and are surprised to see that it is decorated. They open the closet filled with clothes...dad jumps out. The commercial fades to black in silence. With "JC Penney there for life's biggest moments" across the screen.



Radio

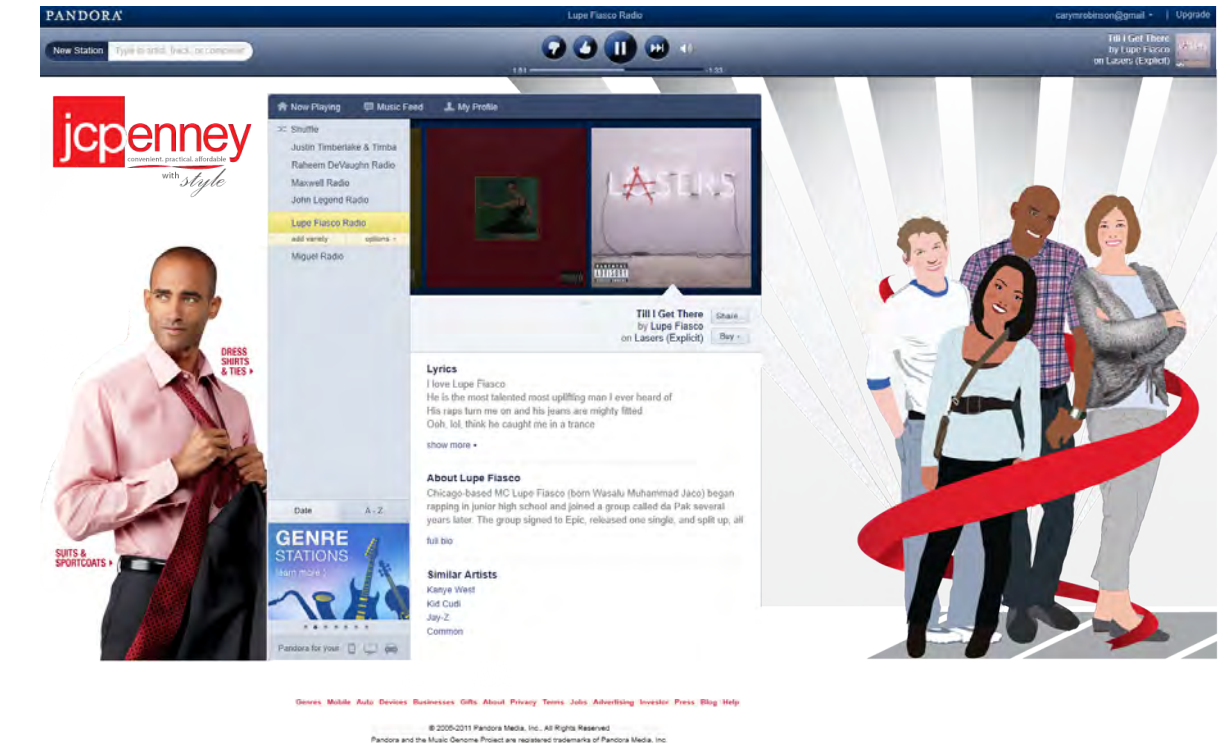
JcPenney will air commercials on both traditional radio and online radio.

Traditional Radio

- Commercials will run periodically when JcPenney has special sales or promotions.
- The commercials will air on popular radio stations in metropolitan areas.
- Will be strictly audial with a description of current sales.

Online Radio

- Pandora Radio will be the prominent station used to promote JcPenney
- Commercials will focus on audio but will have a corresponding visual as well.
- Online commercials will target younger market, showcasing the current sales



Pandora Ad

marketing campaign

Digital Media

In our digital media campaign, we will utilize inexpensive forms of advertising with websites such as:

- Facebook
- Twitter
- YouTube

We will also have a mobile app available .

These forms of advertising will be used as the main tool to gain and maintain younger customers.

YouTube

JC Penney Campaign Commercial 2012

actressnikkihahn 15 videos

All Comments (1)

Sign In or Sign Up now to post a comment!

I just love you nikki! Im so excited to see all this!
ladontloveu 6 months ago

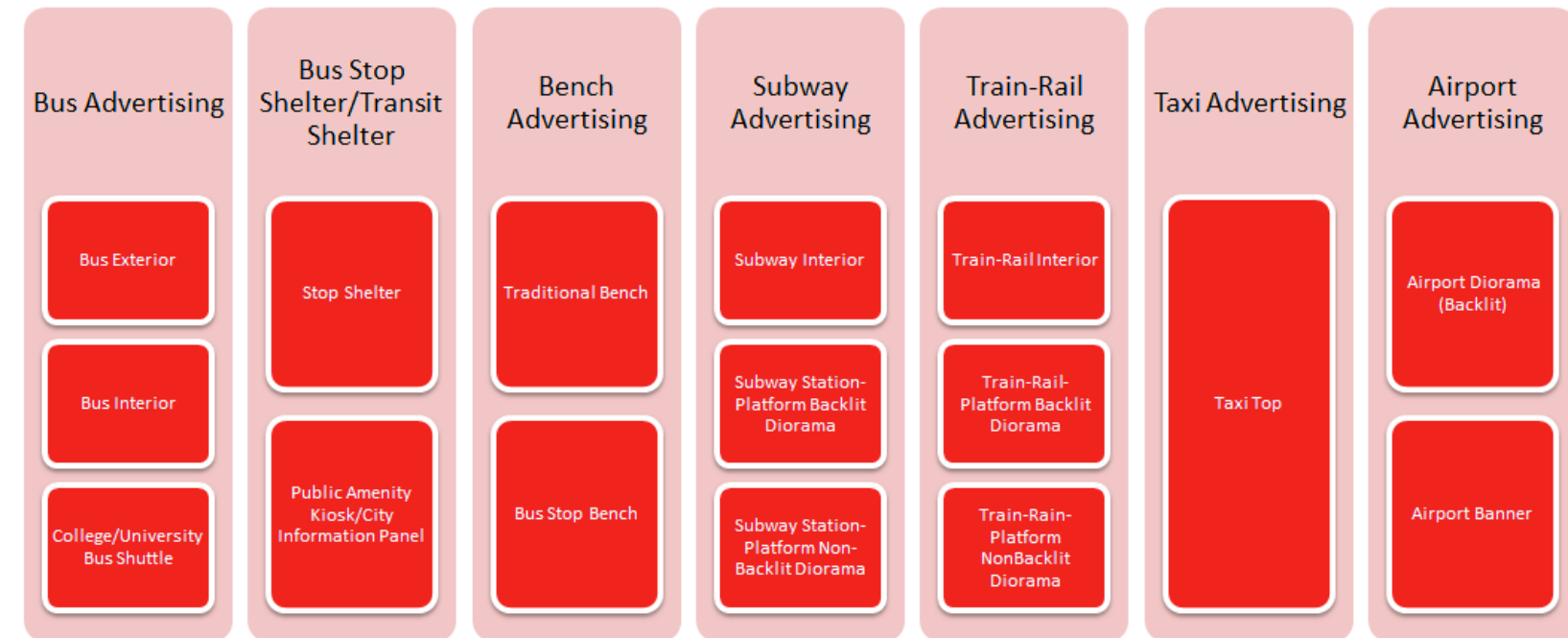
marketing campaign

Outdoor and Transit Advertising

With the ease of being placed in high traffic areas in a range of locations from small to large markets, the following advertising mediums allow JC Penney to reach out to this extensive demographic and to those who have learned to avoid television and radio commercials through DVRs and TiVo.

- Posters and Billboards
- Public Transport Advertising
- Ambient Media
- Mall Advertising

Transit advertisements have a strong impact since they cannot be fast-forwarded through. Reaching captive transit riders and walkers and car riders looking for visual stimulation, JC Penney's messages are sent to a broad audience of all ages and at all times of the day, in a low, cost-effective method.



Posters and Billboards

- Able to communicate messages within seconds to a broad audience, posters are a popular, highly visible, powerful, and cost effective means of communication
- Available in various shapes and sizes, posters easily adapt to a variety of environments and locations, becoming an integral part of the cityscape



marketing campaign

MARKETS

Considering income and population among many other factors, the following metropolitan areas will be used in our marketing campaign to reach a broader demographic.

Atlanta

- Metro Atlanta ranked 5th in nation for Fortune 500 companies
- Ranked 7th in nation as a leading tourist destination with over 35 million visitors per year
- Captive audience of 6.4+ million riders per month
- Average Commute to Work (one way): 28.3 minutes
- Includes Atlanta Metro Area

Dallas

- 9th Largest City in the United States
- 1.2+ million
- 4th Largest Metropolitan Area in United States
- 3rd most popular destination in U.S. for business travelers
- Dallas Convention Center is 1 of largest and busiest convention centers in the country
- Dallas Area Rapid Transit, DART daily ridership of 228,300 largest light rail operator in U.S.
- Average Commute to Work (one way): 21.28 min.
- Includes Dallas-Fort Worth- Arlington, TX Metro Area

New York

- The "capital of the world"
- Major cultural and economic center
- Ethnically diverse
- Home to more Fortune 500 companies than anywhere else in the world
- Population density of 26,403 people per square mile
- Tourism: 41 million people visit city's world famous landmarks, museums, high-end retail stores, restaurants, and performance venues
- World-famous commercial zones (Rockefeller Center, Broadway, and Times Square)

Boston

- Center of economic and cultural diversity for all of New England
- Reach leading businesses in financial services, education, health care, research, and development
- Massachusetts Bay Transportation Authority (MBTA) (Bus, Light Rail and Subway)
- 1.3 million riders weekly and 95% of the Boston population are reached by its advertising
- 5th largest mass transit system in U.S.
- Average Commute to Work (one way): 25.74 minutes
- Includes Boston Metro Area

Los Angeles/OC

- Most populous county in U.S. and largest city in California
- Multi ethnic/racially diverse city
- Major new groups of Latino and Asian immigrants
- Prominent center of culture, technology, media, business, and international trade
- Leader in producing popular entertainment (motion picture, television, video games, music)
- International fame and global status
- Orange County has 44+ million visitors annually, who spend over \$7.8 billion
- Average Commute to Work (one way): 28.3 min.

Philadelphia

- 5th most populous city
- Largest city in the Commonwealth of Pennsylvania
- Metropolitan area is the 4th largest in the U.S
- 1 of the largest college/university towns
- Home to many major Fortune 500 companies
- SEPTA supports the Greater Philadelphia Region and parts of Delaware and New Jersey
- Service area of 2,200 square miles and annual ridership of 325 million
- PATCO works with SEPTA and NJ Transit
- Increasing demand for greater Philadelphia
- 38,000+ commuters traverse Delaware River daily

Charlotte

- 1 of fastest growing cities in the nation
- 17th largest city in the US
- 2nd largest banking center in the US
- Charlotte Area Transit System (CATS) whose network includes Buses and Light Rail (LYNX Blue Line)
- CATS provides transport to 25 million people annually
- Average Commute to Work (one way): 26.85 minutes
- Includes Charlotte Metro Area

Minneapolis/St. Paul

- Core of the Twin Cities metropolitan area-the 14th-largest cluster in the country
- Fortune 1000 company headquarters are in Minneapolis
- 1 of country's largest transit systems, Metro Transit provides roughly 95% of the 73 million bus trips taken annually
- Average round trip commute taking 42 minutes
- Lots of time to view transit advertising
- Average Commute to Work (one way): 18.90 min.
- Includes Minneapolis-St. Paul-Bloomington, MN Metro Area.

San Francisco

- 2nd to New York as most densely populated city
- 18+ million tourists visit every year
- Powell station is 1 of busiest metro stations, located in heart of retail shopping district near
- San Francisco's most popular attractions
- Average Commute to Work (one way): 29.00 minutes
- Includes San Francisco-Oakland-Fremont Metro Area

Chicago

- Over 2.8 million people
- Largest city in the Midwest and 3rd most populous city in the United States
- Home to major universities and several of the world's most prestigious museums and cultural centers
- The Chicago Transit Authority, or CTA, is the 2nd largest public transit system in the United States
- CTA operates 24 hours a day and serves 1.6 million passengers each weekday
- Average Commute to Work (one way): 25.79 minutes
- Includes Chicago-Naperville-Joliet, IL Metro Area

New Jersey

- New Jersey Transit is 3rd largest statewide public transportation system.
- Links New Jersey, New York, and Philadelphia
- New Jersey ranked #2 in per capita personal income in the U.S.
- Many household incomes greater than \$100,000
- Most densely populated state in the country
- 559,950 people travel on NJ Transit bus system each day and 58% have traveled 200+ miles in past month
- Average Commute to Work (one way): 21.99 minutes

Seattle

- Pacific Northwest's economic center
- 15 Fortune 500 companies
- 3rd in adults with bachelor's degree or higher
- 50%+ of residents attended college
- 40%+ spend an hour or more in round trips daily
- Average Commute to Work (one way): 24.76 minutes
- Includes Seattle-Tacoma-Bellevue Metro Area

Print Media

Magazines

Advertising for JCPenney will be featured in:

- Elle
- Teen Vogue
- Home & Garden

Newspapers

Newspaper ads will only be used in a few newspapers in large cities.

The ads will display our spokespeople and our seasonal sales.

- USA Today
- New York Times
- Los Angeles Times
- Chicago Tribune
- Washington Post

Direct Mail

Catalogues

- Small and specialized for season: Wedding, Summer, Back to School, Christmas
- Mailing lists will consist of prior JcPenney customers who have given the company their information
- Design will be more artistic, similar to magazine spreads, and less focused on individual products

Promotional Cards

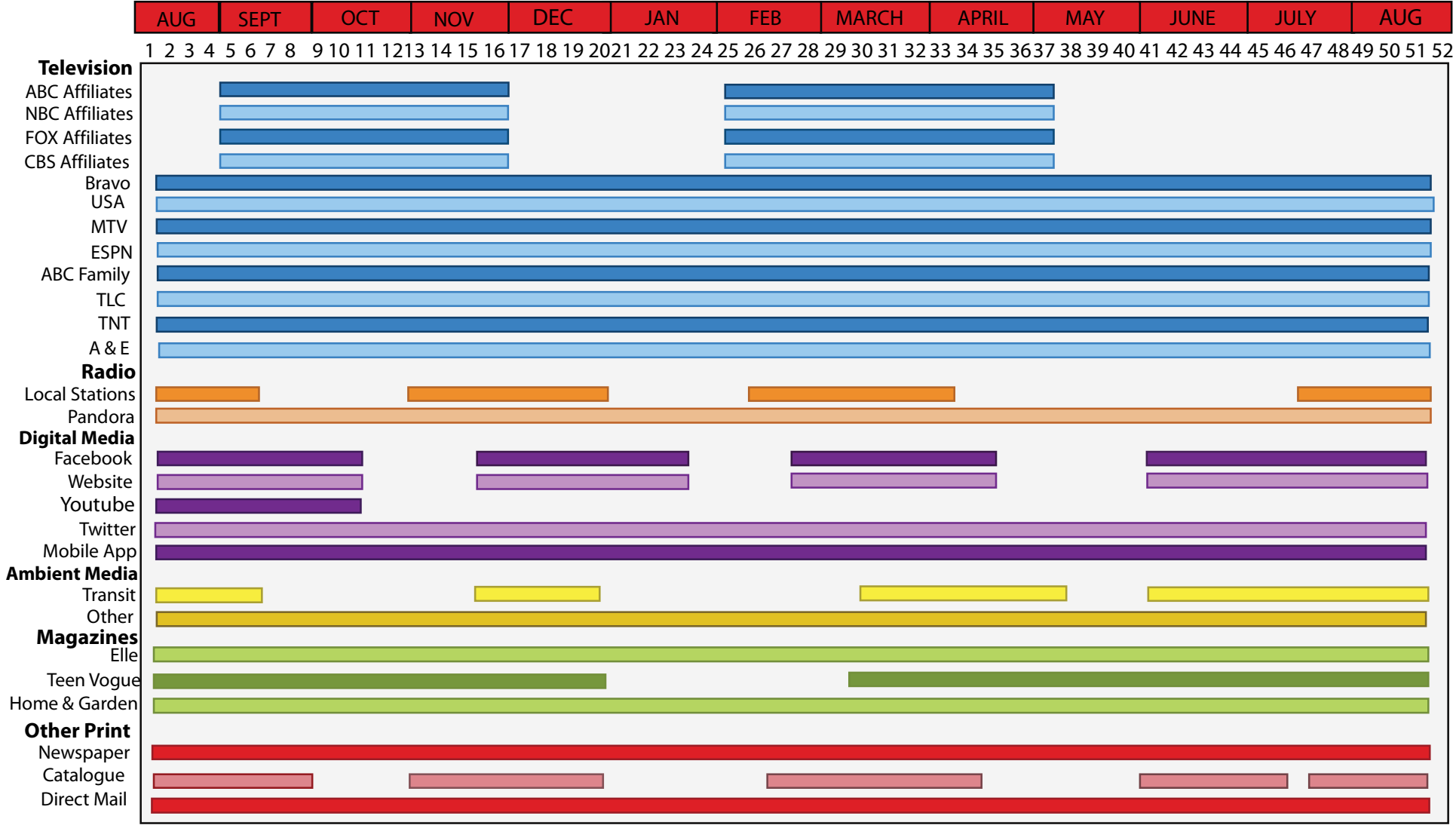
- These mail-outs will be dispersed frequently, promoting current sales and events
- Mailing list will consist of current customers and purchased list from direct mailing companies
- Used to bring in new customers and bring current customers back to store



Christmas Ad

Spring Ad

media plan



budget plan

Magazines	Price	Circulation	Period	Total
Elle	\$ 99,420.00	12		\$ 1,193,040.00
Teen Vogue	\$ 112,769.00	10		\$ 1,127,690.00
Better Homes & Garden	\$ 506,380.00	1		\$ 506,380.00
				Total \$ 2,827,110.00
Television				
ABC	\$ 97,837.00	26		\$ 2,543,762.00
NBC	\$ 74,431.00	26		\$ 1,935,206.00
CBS	\$ 113,842.00	26		\$ 2,959,892.00
FOX	\$ 188,974.00	26		\$ 4,913,324.00
Special Programming(Oscars)	\$ 1,700,000.00	1		\$ 1,700,000.00
				Total \$14,052,184.00
Cable Network Television				
Bravo	\$ 13,100.00	52	3	\$ 2,043,600.00
USA Network	\$ 13,100.00	52	1	\$ 681,200.00
MTV	\$ 13,100.00	52	2	\$ 1,362,400.00
ESPN	\$ 13,100.00	52	2	\$ 1,362,400.00
ABC Family	\$ 13,100.00	52	2	\$ 1,362,400.00
TLC	\$ 13,100.00	52	3	\$ 2,043,600.00
TNT	\$ 13,100.00	52	2	\$ 1,362,400.00
A&E		52	3	\$ 2,043,600.00
				Total \$ 12,261,600.00
Transit				
Bus Wraps-Half	\$639.00/unit/mo	25	9	\$ 2,518,550.00
Subway Ads	\$500.00/unit/mo	25	12	\$ 5,227,500.00
Bench Ads	\$300.00/unit/mo	50	12	\$ 6,205,000.00
				Total \$ 13,951,050.00
Radio				
Los Angeles	\$ 13,100.00	20		\$ 17,000.00
New York	\$ 13,100.00	20		\$ 14,000.00
Chicago	\$ 13,100.00	20		\$ 8,000.00

Dallas	\$ 13,100.00	20	\$ 6,000.00
Pandora	\$1,000,000 spends at \$8 CPM	Reaches 125,00 in on year	\$ 1,000,000.00
			Total \$ 1,045,000.00
Digital			
Jcp.com Update			\$ 140,000.00
Mobile App Update			\$ 25,000.00
			Total \$ 165,000.00
			Grand Total \$ 44,301,944.00

in-store experience

One of the most important aspects of the retailing business is the in-store customer experience. It is our goal to enhance and improve the in-store experience for JC Penney customers.

- We plan to enhance the customers' shopping experience at JC Penney is by offering services that are typically associated with high-end and luxury retailers.

Services Offered:

- Wedding consultations
- Alterations (including for children)
- Checkouts using mobile phones and QR codes
- Children's playroom in select stores
- We also plan on making improvements to the store environment in order to make customers feel comfortable and at ease by incorporating:
 - New and modern fixtures
 - Comfortable and inviting dressing rooms
 - Updated visual merchandising



digital experience

Changes to the existing JCPenney website include visual enhancements and improved functionality, offering a more clean, clear and concise layout that is more navigable and user-friendly.

- Categories and brands are listed horizontally below logo
- Specialty items are listed vertically along the left edge
- Featured ads are displayed on the front page along with promotional models



partnerships

Porter Grey

- Founded by sisters
- American contemporary sportswear
- Versatile foundation pieces
- Urban elegance & relaxed sophistication
- Fresh, crisp, classic
- Pared down, timeless take on quintessential American girl
- Designed & produced in NY

A misses collection/line by the Porter Grey sisters promote the family marketing image, as well as show support for American companies. The misses customer can mix and match these contemporary, basic pieces for work, school, or hanging out with the girls. The collection will provide tops, sweaters, pants, jackets, vests, and outerwear for less than \$200.

Diesel

- Young and vibrant
- Fashion and art
- Young creativity with film, music, and video games
- Known for their denim

A menswear collection by Diesel will provide young men branded clothing options centered around his urban, self-expressive, imaginative life. The special collection will include denim, jackets, pants, shirts, T-shirts, sweaters, sweatshirts, underwear, belts, bags, wallets, hats, scarves, and footwear. The collection will retail for less than \$300.



Michael Bastian

- Named the 2011 CFDA Menswear Designer of the Year
- New American voice: modern & luxurious with a broken down familiarity

A suiting and separates collection or line by Michael Bastian will give working men the opportunity to have more contemporary, stylish options than currently available. Offering formal and casual suits, blazers, sportcoats, trousers, shirts, ties, and trouser socks, this secondary line will retail for less than \$300.

Marcia Patmos

- Marcia Patmos is making a return
- Easy, modern, understated, beautifully crafted clothing
- Effortless separates
- Comfortable wardrobe essentials
- Strength, ease, and grace
- Socially conscious and eco-friendly where possible

Developing a womenswear line or collection with M. Patmos will be perfect for the working mom who wants simplistic style that is comfortable to wear all day, from work to home. Retailing for less than \$250, the line will include tops, tanks, tees, sweaters, cardigans, vests, dresses, skirts, outerwear, jackets, hats, and scarves.



Suiting by
MICHAEL BASTIAN

Only at... 



measures of success

Success and Impact (local, regional and national markets)

- Important --> The big picture
 - Accomplishing JC Penney's objectives
 - Staying in tune with the company's values and mission

Proper mix of media= KEY to effective promotion and communicating Prior market research (Past & future)

- Determine proper allocation of promotional dollars and mediums
 - Most efficient, cost-effective methods

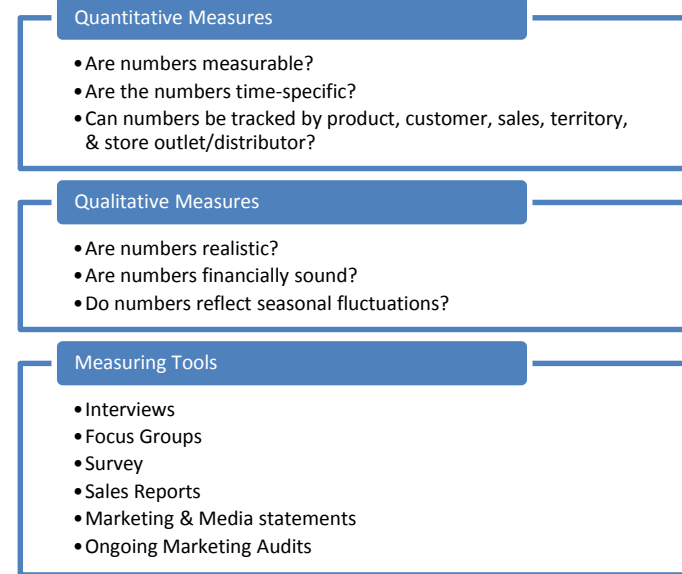
Documenting changes

- New and existing product, product lines, and promotional tools
- Understand how performance is affected
- Determined if justified:
 - Cost reductions
 - Product alterations (upgrades, enhancements, refinements)
 - Repositioning (market or product line)
 - Changes to marketing approach (private labeling)
 - Eliminations
 - Price increases/decreases
 - Volume increases/decreases
 - Service enhancements (income or support)

Sales and revenue= #1 financial indicator of company performance

- Tracking and monitoring sales activity
 - Individual sales people
 - Number of sales calls made per period
 - Average number of sales calls per sale
 - Average dollar size per sale
 - Reorder numbers
- Customer service and feedback system:
 - Monitor customer perceptions, problems, needs, & concerns
 - Lead to potential sources of marketing information and opportunities

Create tailored marketing tactics and action



conclusion

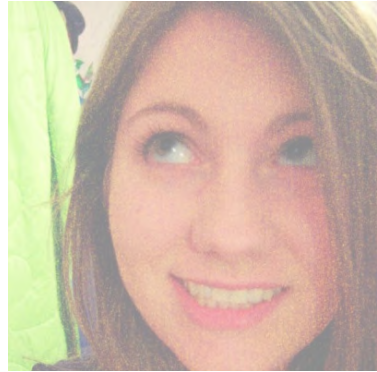
In conclusion, we really think that focusing on the family-oriented values of JCPenney will really benefit their company.

Developing advertisements and promotions which speak to each member of the family will increase the range of consumers JCPenney can turn into loyal customers.

JCPenney will be there during all the important moments in the family's life. Offering services and merchandise which are convenient, practical, and affordable make these life moments easier and less stressful

And at JCPenney, they can do it with style.





Stephanie Butler

Luxury Fashion
Management, MFA



Frederick Caldwell

Luxury Fashion
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Shanetha Chisholm

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Design Management, MA