

# 5.5 Promotion

Z A R A

P E T I T E

Promotion will mainly take place in-store. This is mainly due to the fact that Zara does not advertise currently. However, an in-store newsletter or look book as advised by the focus group conducted may be an effective way to target the petite shoppers who still visit Zara for items where sizing is not so much of an issue e.g. T-shirts, shoes, bags, accessories.

With Zara performing well as a brand, it is best to keep in line with Zara’s current simplistic understated image - this is why greys, white and black have been used for the look book and size guide (shown below).



As recommended by the focus group I conducted, both participants agreed that a look book would be a good way to promote the new range, instore and online. This way, petite shoppers can see the whole of the new collection. (for full focus group summary, please see appendice 3)

Figure 34: Example of Zara petite look book front cover

As recommended by the focus group I conducted, both participants agreed that a size guide would help them in the selection process, perhaps with a conversion of inches to centimetres.

The image to the right is an example of a size guide that could be used instore to help petite shoppers find the best fit.

(for full focus group summary, please see appendice 3)

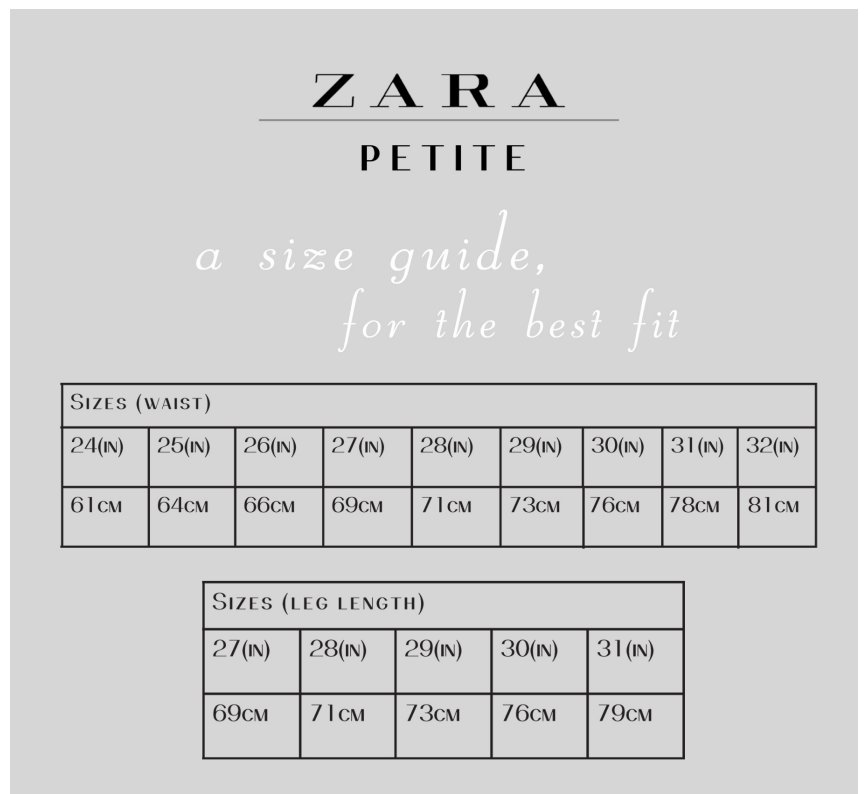


Figure 35: Example of a size guide