

WHITEPAPER: Case Study of a Fashion Retailer

Business Introduction

This case study covers a few initiatives of one of south India's biggest fashion retailers. The entire document focuses on Internet as a medium to leverage business, through ClickFormula's myriad services. We would refer to the retailer as: Mebaz.

Mebaz is a luxury fashion retailer, present in South India since about 7 years now. They have more than 5 exclusive outlets in premium locations. The brand caters to upper middle class and upper class segment. The brand equity and brand recall for them is tremendous.

Problem Areas

- Mebaz has almost no online presence in the interactive mediums.
- Mebaz's website is cluttered and doesn't see substantial traffic at all. The website isn't dynamic either. No updates on the inventory.
- In the online medium Mebaz is just invisible.
- No connect of Mebaz with its audience; except for their offline advertising, for which the advertising spend is huge. But interactivity is amiss.
- Mebaz's next five years plan is to expand to newer and newer geographies.

Objectives

After an assessment of all their Marketing initiatives, ClickFormula proposed an approach. The approach was the leverage Internet as a channel for:

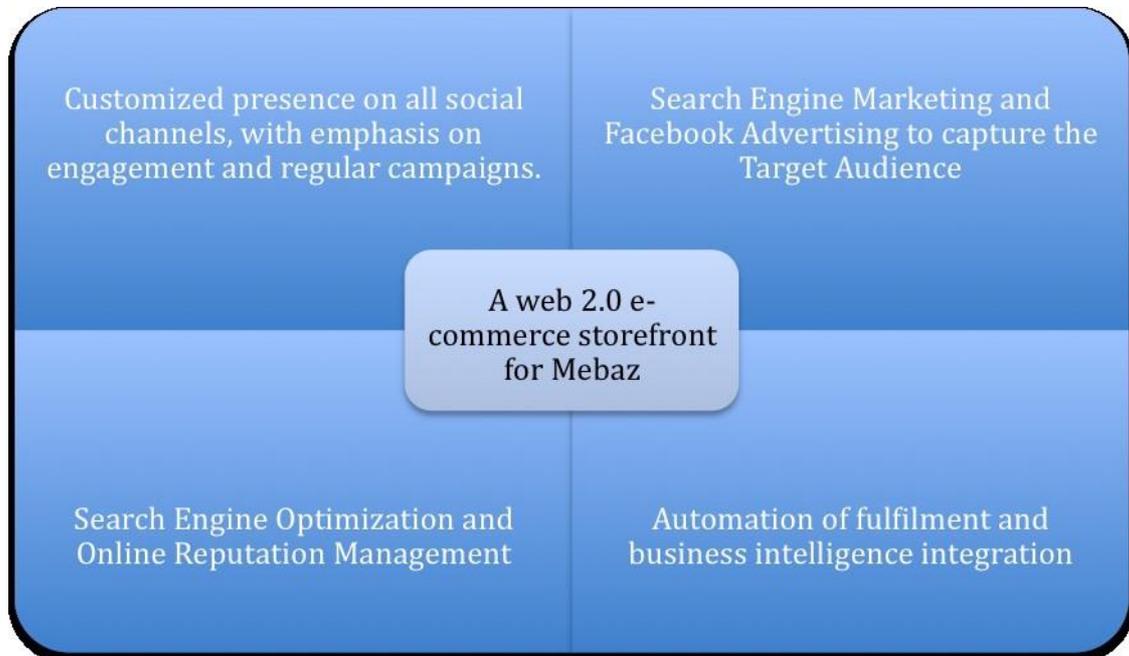
- Brand Engagement
- Ensuring multiple customer touch points and customer acquisition points in the Internet space.
- A dynamic e-commerce store front
- Brand Equity
- Business Revenue
- Enable communication between the brand and the Target Audience.
- Create and Manage reputation of the brand.

ClickFormula

1-2-911/1/A, Gaganmahal Road, HimayathNagar, Hyderabad-29
Phone No: 040-66687798, 040-66617798

Approach

The approach by ClickFormula consisted of a total revamp of MEBAZ's online presence. The below figure substantiates the deliverables:



After these initiatives, there was the process of integration, which meant:

- An integrated marketing communication: cross promotion of various properties.
- Offline advertising was promoted in the online medium.
- Online presence was promoted in offline advertising.
- All collaterals, both offline and online, followed strict branding guidelines of Mebaz.
- An online process got set up, where there were multiple properties of Mebaz in the online medium, operating to achieve their pre-defined objectives, with strict alignment with Mebaz's offline marketing dynamics.

Implementation

The implementation of the approach was carried out in a phase wise manner. In a span of six month, Mebaz's online presence had transformed completely. The Target Audience could engage with the brand. There were more communication channels between the brand and the Target Group. There was a web storefront from which Mebaz's products could be bought online, or seen.

ClickFormula

1-2-911/1/A, Gaganmahal Road, HimayathNagar, Hyderabad-29

Phone No: 040-66687798, 040-66617798

There were more than three campaigns launched in the first three months. Each campaign was defined with a specific set of timely objectives. The campaigns were successful in creating immense brand equity for Mebaz. Campaigns essentially are part of the ongoing Social Media Marketing process.

Present Status

After 10 months of using ClickFormula's Internet consulting services, we analyzed Mebaz's brand in the online medium. There were the following key result areas:

- A dynamic web storefront: with monthly sales of a respectable numbers.
- A customized social media presence with over 7,000 targeted fans or followers.
- Three successful campaigns launched.
- A robust Online Reputation Management framework in place: each and every query or concern about MEBAZ or its product is addressed in the minimum timelines.
- There is a feedback mechanism in place for Mebaz's fans.
- A database of 20,000 people could be extracted through this practice, which had opted in for updates by MEBAZ.
- MEBAZ, with its web 2.0 store and social media initiative, now seems to be a complete framework.
- There are a respectable number of leads generated every month.
- Every campaign is measurable.
- The entire process is measurement driven, and gives a new look the Internet advertising.
- Higher levers of brand connect of Mebaz with its Target Audience.

Summary

Today Mebaz has an Integrated Marketing Communication between its Offline and Online processes. Both the mediums compliment each other for pre-defined common objectives. There are multiple channels of communication for Mebaz with its Target Audience. Mebaz is leveraging Internet in the optimal way for commerce. ClickFormula carries out all the Internet processes. ClickFormula necessitates a crystal clear delivery of campaigns and returns. Everything is measurement-based. Going forward, building bigger blocks of brand-customer communication networks would be the challenge. ClickFormula's team is working on that process, in close association with Mebaz's marketing team.

ClickFormula

1-2-911/1/A, Gaganmahal Road, HimayathNagar, Hyderabad-29

Phone No: 040-66687798, 040-66617798