



# LOEWE CASA- GUANGZHOU LXMT742-N01

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# ABOUT LOEWE

LOEWE was founded in Spain in 1846, which almost is 175 years old as one of the world's major luxury houses. This brand is well-known as its unmatched expertise leathermaking craftsmanship.

According to Jonathan Anderson who occupy in the creative director of Loewe in 2013, "Craft is the essence of LOEWE. As a house we are about craft in the purest sense of the word. This is our where our modernity lies, and it will always be relevant."

Throughout its 175-year history, Loewe has evolved from a leather-making workshop to a major global leader in luxury goods far from the brand's core values, an obsession with craftsmanship and a way of thinking that combines modern technology.



## Introduction





CASA Loewe in Barcelona

# CASA PROJECT

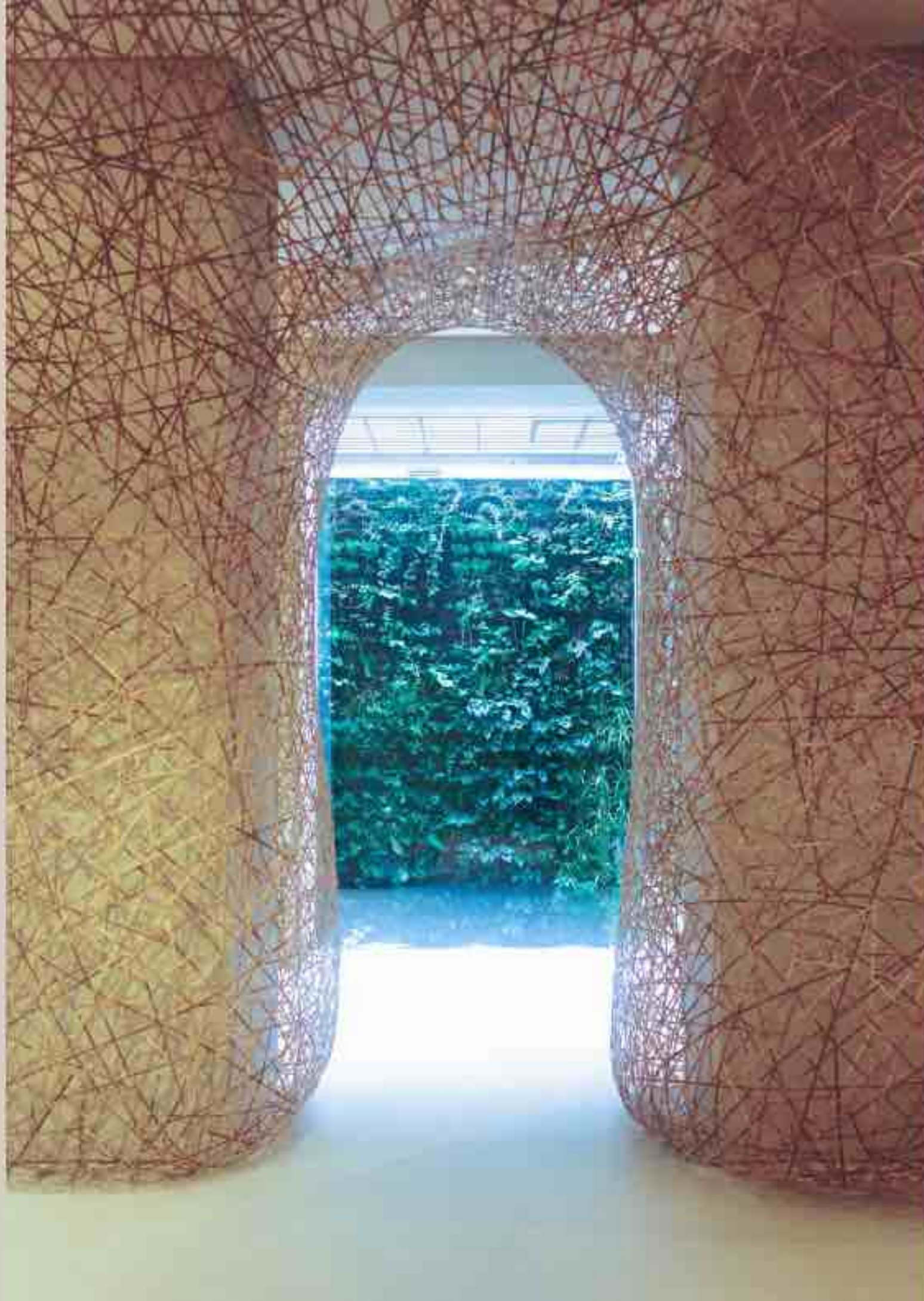
CASA LOEWE forms the foundation for all LOEWE stores. A place of luxury, intimacy and culture, CASA LOEWE is designed to evoke the townhouse of a sophisticated art collector, where LOEWE products are interspersed with pieces of art, craft and design from LOEWE's growing art collection.

With the rise of Loewe after being taken over by Jonathan, he is trying to expand the footprint of his retail network, not only investing in the expansion of online stores but also renovating existing retail spaces. A building in Barcelona designed by Catalan architect Lluís Domenèch i Montaner, which has been there since 1940, was the first target of the renovation.



CASA Loewe in Barcelona





The space for all CASA projects was designed by Jonathan with Loewe's in-house design team. For the first space to be renovated, much of the original architecture will be retained, with changes mostly to the interiors, such as the site-specific woven bamboo sculpture Tanabe Chikuunsai IV, commissioned by a Japanese artist, and the large lace structure by Catalan artist Aurèlia Muñoz.

The atmosphere of natural craftsmanship is evident everywhere in the space and is full of artistic flair. The renovated Casa LOEWE sells women's and men's clothing, accessories, bags, shoes, small leather goods and fragrances.





CASA Loewe  
in Beijing

The Loewe Beijing store follows in the footsteps of the flagship stores in Madrid and Rodun. In addition to curated furniture and light sculptures, the Beijing store includes a hand-dyed "Excuse Me for Living" tapestry by American artist Josh Faught, whose work is also on display at CASA LOEWE London, a mixed media by Yuji Agematsu, a shelving unit by Lara Favaretto, and a car. Shelving units and a car with a water brush sculpture by Lara Favaretto were part of the Spring/Summer 2019 women's fashion show. In addition, because craft is an integral part of Loewe's identity, a key goal of Casa Loewe's interior design was to showcase a variety of artists and artwork.

Anderson filled the store with installations and objects that the brand interprets as reflecting innovation and craftsmanship, including sculptures by the winners and finalists of the brand's Craft Awards.





## Strengths

- Giving consumers a new consumer experience
- Combining with the cultural characteristics of different cities to display and decorate
- Supporting and help the visibility of niche or young artists

## Weakness

- Cannot guarantee the sales of the works of the artists they work with, compared to professional galleries
- For consumers, it is not like a shopping place and may not inspire them to buy

## Opportunity

- Appeal to different tiers of consumers, not limited to existing customer groups
- Through the promotion of the arts, increase the OTS of CASA Loewe project
- Collaborating with artists from different fields

## Threat

- Investing in a project like this requires a lot of cost investment and may not pay off as quickly as other retail stores



# COMPETITOR ANALYSIS

In identifying Loewe's competitors, I analyzed Bottega Veneta, Prada, and Celine based on the brand's history, brand positioning, brand price, and the company they belong to, as well as their sales in the last three years.



# COMPETITOR ANALYSIS

Similarity 100%

CELINE and LOEWE are both from LVMH, both mainly started out as leather goods, and also have relatively mature ready-to-wear lines and bags. In addition, printing is also an important element used by both brands.

CELINE was founded in France in 1945, Celine's simple and clean silhouette and independent and free female spirit have always been the label of Celine.



## VALUE PROPOSITION

Minimalist design and classic patterns

## PRICE RANGE

\$400-\$6,000

## PRODUCT MIX

Ready-to-wear, handbags, shoes, accessories, jewelry, fragrances.

## POPULARITY

Emerging middle-aged people







Similarity 90%

# COMPETITOR ANALYSIS

I identified Bottega Veneta as a competitor to LOEWE. First of all, they come from different companies, LOEWE belongs to LVMH, while Bottega Veneta belongs to Kering. LVMH and Kering itself are two major luxury companies. Secondly, the brand positioning of these two brands is more or less the same, both focus on bags and leather goods.

BV is a luxury brand from Italy, known for its high level of craftsmanship as well as its noble and elegant styles.

## PRICE RANGE

\$400-\$10,000

## PRODUCT MIX

Ready-to-wear, handbags, shoes, accessories, jewelry, fragrances.

## VALUE PROPOSITION

Preparation-based,  
minimalist design

## POPULARITY

Emerging in Asia  
middle-aged people  
elderly people





# COMPETITOR ANALYSIS

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Similarity 87%



Prada is an Italian luxury fashion house founded in 1913 in Milan by Mario Prada.

PRADA and Loewe come from two different companies, and the difference between the two brands is that Loewe focuses more on craftsmanship and Prada focuses more on industrialization.

## VALUE PROPOSITION

Diverse and inclusive functional design

## PRODUCT MIX

Ready-to-wear, handbags, shoes, accessories, jewelry, fragrances.

## PRICE RANGE

\$500-\$7,000

## POPULARITY

Emerging  
middle-aged people  
elderly people



A photograph of a person's legs from the knees down, wearing a white skirt with large, voluminous ruffles. The person is standing on a light-colored floor that is completely covered with a thick layer of white, crumpled paper. The background is a plain, light-colored wall. The text "TARGET CONSUMERS" is overlaid in the center of the image in a black, serif font.

# TARGET CONSUMERS





# TARGET CONSUMERS

Target market is middle to upper level and young age women and men. As their design are more artistic and the price they set for their product is high so consumers have decent job with high salary. For this collection, they want it to be colourful, youthful, and optimistic. The reason that they start focus on young market is that they found out they become an important market for luxury brand; the young customers now have more power to buy the luxury product.

Colorful

Optimistic

Youthful





# DEMOGRAPHICS

**Gender:** Mix of Male and Female, the collection has predominantly male artists but the female artists are presented as strong and independent, which would attract female costumers.

**Age:** 25-35 interested in Chinese culture and Architectural art.

**Education:** Graduated. Some with Post-Graduate Degrees in science, tech and art.



**Income:** \$100x per year, with a substantial amount or disposable salary.

**Occupation:** work in tech company, corporate and artistic environments.





# NATIONALITY

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This group is located in Guangzhou, China, This major city is located northwest of Hong kong and is the third largest city in China.





# PSYCHOGRAPHICS



**Personality:** They believe in buying classic pieces of luxury brands at high prices.

A quiet individual, likes to keep to themselves in public, they enjoy traveling to visit countries with new kind of culture, art and language to learn more about them.

They enjoy visiting opening of new art galleries, museums.



LOEWE



**Loyalty Status:** Medium and heavy

**Lifestyle:** Good comfort, stress-free life, and true happiness are part of their lifestyle. However, their luxurious lifestyle costs money to maintain.

**Behaviour:** They feel power from spending big and satisfaction from obtaining exclusive, rare, and quality products.





# PERSONAS



XIU

**She** is Phd student of IT.

**She** is **27** years old.

**She** is interested in art, history and cultural trends.

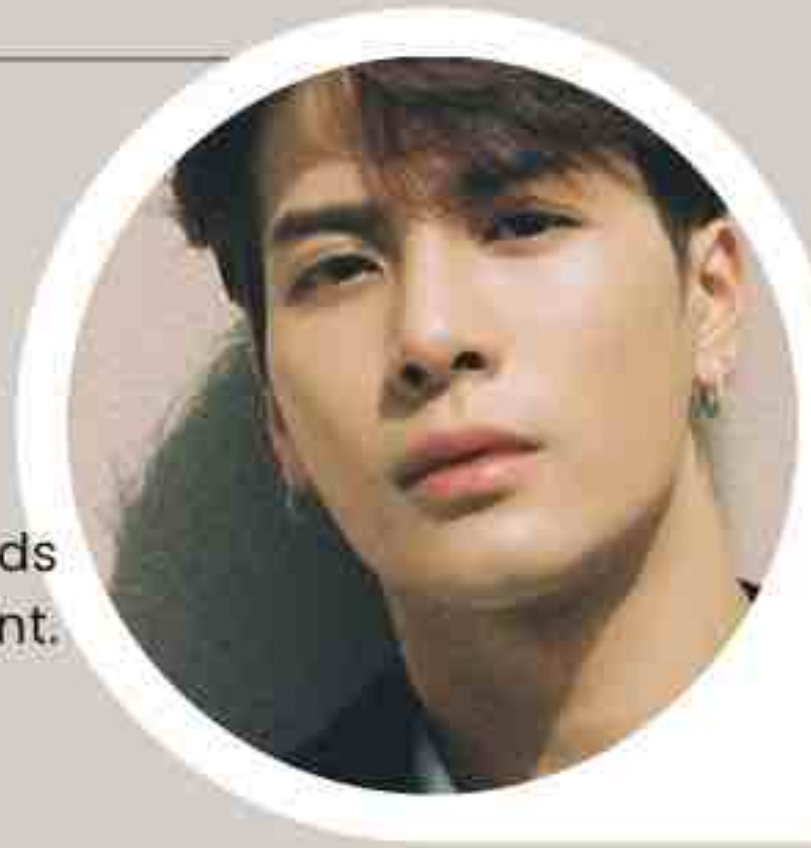
**She** feels drawn to luxury brands to represent how she is different. She is fascinated at unique products of luxury brands.

Thinks that engaging in the Arts is necessary to be a well rounded and informed person.

**She** believes in Equality. She thinks clothing should be sustainabl.

**She** is using iphone and technology most of the time so she prefers online shopping.

Shops for trendy items at high priced stores.



LIXIN

**He** is **30** years old.

**He** is Graduated student of fine art.

**He** is interested in art, traveling and Culinary experience.

**He** is interested in art, traveling and Culinary experience.

**He** is impulsive and independent, creative, sensitive and visionary.

**He** raised in wealthy family.

sees the importance in sustainability.

Leisurely shops every week but makes large purchases three times a month.

**He** believes in living a well rounded life, striving for balance between vocation and leisure.

Considers brand image, quality and online feedback to be the main impacting factors on their decision to buy a product.

Primarily purchases luxury items for special occasions, holidays and events.



# BUSINESS ISSUE DESCRIPTION

In order to expand into the Chinese market, Loewe decided to open an art showroom that would combine the local culture of Guangzhou with the sale of its own products and exhibit the Loewe Foundation's award-winning artworks. In addition, there will be collaborations with contemporary Chinese artists. The location in Guangzhou was chosen because it is a city with a long history and geographic advantage, and because the city has a slow pace of life with its own unique aspects.

The Loewe Foundation carries the mission of cultural and creative endeavors, supporting educational programs, and preserving the artistic heritage of poetry, dance, handicraft design, photography, and architectural design. As an old leather goods production brand, committing to contemporary art can harvest a young consumer group, and broaden the existing market.





- **Respect for tradition**

The unique raw material Napa lambskins from Spain is known worldwide, and Loewe is very strict in selecting them, only 5 skins are judged to be perfect before they are chosen by Loewe for their exclusive use.



## KEY SUCCESS FACTORS

- **Craftsmanship**

LOEWE runs its own school to train artisans to continue the centuries-old craftsmanship, about 60% of the work is done by hand, and each garment is made by three artisans, based on decades of experience.



- **Brand personality**

The personality of a brand is the most recognized by the customers. It is used to identify the brand in the customer's mind. Loewe has always maintained its brand identity.

- **Innovation**

Continuous innovation increases customer loyalty, and Loewe gives customers something new to experience every year, both in terms of products and packaging.



KEY SUCCESS FACTORS



# KEY SUCCESS FACTORS



- **Detailed sales service**

The architects have created an artful sales space that is both luxurious and understated, allowing customers to shop comfortably, providing one-on-one sales service, and building a friendly relationship with them. The understated and luxurious shopping environment is matched by every detail of the product sales.



# OPPORTUNITIES AND CHALLENGES

## Opportunities

- Broaden its market by collaborating with contemporary Chinese artists, attract more young people and break the traditional perception of Loewe.
- Raising awareness for the artists.
- Provide opportunities for the development of local culture in Guangzhou.



## Challenges

- Whether the customer can get a good idea of the value of the artwork.
- Whether the price positioning of the artwork is affordable for younger customers.
- Older clients will need time to accept this new sales model.
- Integration with local culture.



# RESEARCH GOALS

The main goal of this research is to highlight the artistic side of this brand and attract young customers

- Previous information of each customer about this brand
- Accepting the artistic concept of this brand's products
- Opinions of the artist class for the production of special products
- Culture and taste of Guangzhou city society
- Desires and needs of teenagers living in Guangzhou





## SECONDARY RESEARCH

To carry out two research methods, we have used Musakh sources to research about the background of this brand and the sale of the desired products in different times and places of the world with different sales.

In China, the rise of secondhand luxury platforms is changing how customers, particularly older luxury customers, shop. When investment is the top priority, the perception of quality, performance and craftsmanship changes as well, carrying implications for brands looking to gain back sales, particularly now, as lockdowns in Shanghai and Beijing lift and "revenge buying" is expected to commence.

The female of age group ranging 15-64 years is the main consumer of the handbags market, with the gender demographics portraying the share of the female population of more than 50% in this age group, globally, accounting for the potential consumers of the market. Also, the rising women population in the workforce is increasing the purchasing power of the group, and hence, increasing the demand for handbags.

Loewe, a high-end manufacturer of fashion and leather goods and accessories, had been operating for 150 years with a handicraft-style production system when it was acquired, in 1996, by the international luxury goods group LVMH. Since then, the company has mulled new ways of organizing its production.

As Loewe expands from selling in handbag corners at third-party retailers to growing its own network of boutiques (the label opened a new location in Munich this week), more accessible lines like Paula's are helping the house to broaden its reach beyond luxury leather goods.

## PRIMARY RESEARCH

For preliminary research, we formed a small-scale focus group to gather information about this project from a group of people.

We considered the age group between 27-32 years old for the participants to get useful information by asking these 10 questions that we have designed based on the data we need.

## QUESTIONS

1. How well do you know about this Loewe?
2. Do you know about the city Guangzhou?
3. What will it be like if Loewe opens a new Cantonese styled store in Guangzhou?
4. What kind of aesthetics can Loewe add in its portfolio?
5. In your opinion, the artistic theme of this brand should be real or surreal?
6. How much should the design and tradition of Guangzhou art dominate the original nature of this brand in this campaign?
7. What suggestions do you have regarding the interior and exterior design of the city?
8. How do you think Loewe should reach a younger target customer?
9. When you hear the name of this brand, what image and color come to your mind?
10. If you want to refer to this brand without naming it, what words do you utilize?



# RESEARCH DESIGN CHART

Secondary research

Existing base

Euromonitor- Factiva



Source of consumer insight

Primary research

Interview-based

Small and focus groups





# ANALYSIS

Through existing data-driven research, we have learned that people's consumption patterns are beginning to change in China, due to economic and cooked shrimp slippage, and a preference to focus on quality, craftsmanship, and performance as opposed to fast fashion and fashions that are easily and quickly consumed. This bodes well for the sales of luxury brands in China. And as Chinese cities gradually unblock, people's spending behavior is bound to continue to rebound for some time, both in terms of revenge spending.

Loewe, a brand with a history of over a century, is famous for its unparalleled, exquisite craftsmanship, and leatherworking. This new store is being opened as another new way to produce and sell.



# ANALYSIS

After the hardships of the epidemic and the difficulty of traveling while locked up in their homes, people begin to satisfy their desire to return to a peaceful life and pass the time of boredom through revenge consumption. And this behavior has been confirmed by some data. As the time spent addicted to the online world increases, people become interested in all foods that are fresh on the web. If we seize this opportunity to open this luxury store with local Chinese characteristics with an art showroom at a time when the epidemic is about to improve, we believe that it will attract a large audience. Despite the data showing that women aged 15-64 are the main consumers of the handbag market. However, we hope that this new format will not only contribute to Loewe's sales, but will also give us the opportunity to expand Loewe's existing consumer base, which is younger. Especially those who love art.





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# POSITIONING STRATEGY

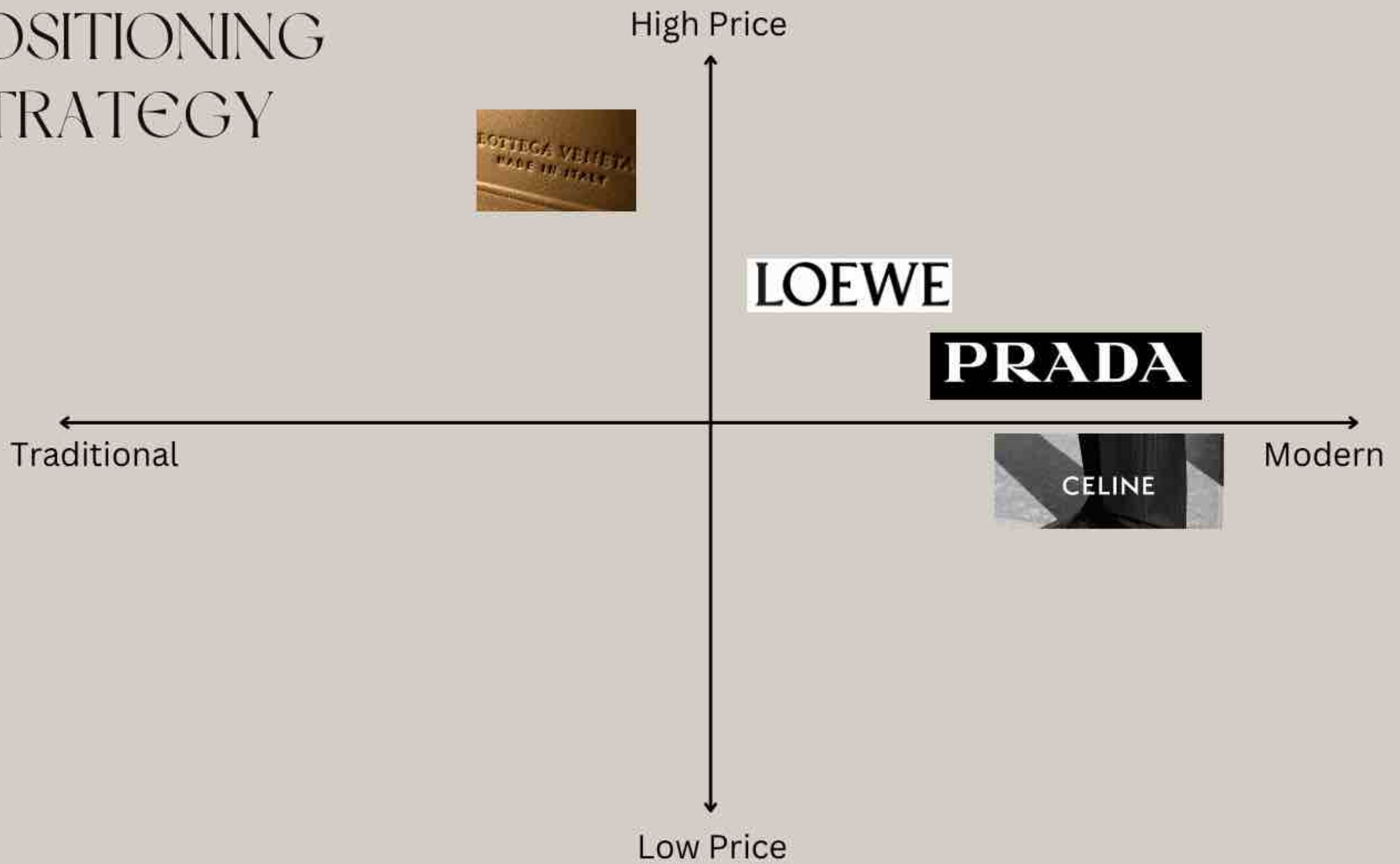
For the positioning strategy, we hope our products are between traditional and modern, leaning a little more modern, because one of our goals is to attract more young consumers, so it is necessary to keep up with the mainstream of the market.

By referring to competing brands, for pricing, we want Loewe to remain true to the unique tone of our brand. For the good product itself, we don't want it to lose its luxury and elegance.





# POSITIONING STRATEGY



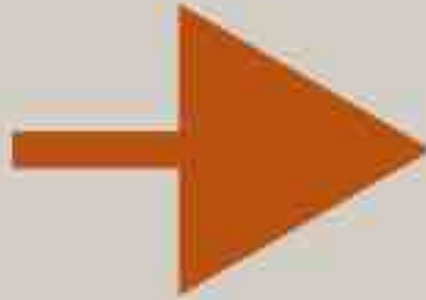


# COMMUNICATION OBJECTIVES

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The purpose of Loewe's store in Guangzhou in collaboration with artists is to diversify the brand and showcase its products while combining them with modern art, thus attracting a young and quality clientele. It also provides a platform for artists to showcase and sell their work. We are also recruiting more young artists to participate in this project. So every quarter, we will change the artwork display.

**BRAND  
ORIENTED**



- **Brand Awareness:** Increase the rank of brand popularity in a specific sector or segment.
- **Brand Attitude:** We invited artists, celebrities, and models who are popular among the youth to make the public feel good about the brand.
- **Brand Differentiation:** The works of contemporary artists are displayed and sold together with the brand's ready-to-wear, shoes and bags.



# COMMUNICATION OBJECTIVES

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## **PRE PURCHASE**



Create a social spot by posting the opening of the new store on the official website, Instagram, Weibo, Red, and Tiktok. And before the official opening, a priority purchase and store tour will be given to Loewe's premium customers.

## **PURCHASE**



We put print advertisements for the new store in subway stations and on the outside walls of the store, mainly showing the special features of this store.



# COMMUNICATION MIX

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## **Primary medium**

In the digital media category, we are choosing the Loewe official website, Instagram, Weibo, and other social media to display information about our store.

We will have a special tab for the new store on the official website, which is unique: offering online immersion exhibitions. Providing the opportunity to buy and enjoy for some customers who can't get there is what sets us apart from advertising on other social media. The real-time display of the store and the items on display allow online shoppers to get the same experience as shopping offline.



# COMMUNICATION MIX

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In the traditional media section, we mainly put on billboards and ads inside subway stations. Since the main media for Loewe are billboards in shopping malls, we put the main ad printing on the outside walls of shopping malls and put it outside the new stores.



**Secondary medium**



## Synergies



# COMMUNICATION MIX

These two media approaches interact with each other. Digital media has always been a process that drives consumption and it builds on traditional media. Billboards at subway stations are a way to stimulate people's vision and will form the first impression in their minds. When people open social media and see the message again, it constitutes a second impression at that point, stimulating people to click on the ad or create the idea of wanting to consume it.



# TIMING OF THE CAMPAIGN

The timing of the launch will be from June to December. It will begin with a pre-launch that will take place in June and July, followed by the launch taking place in August and September, and finally, the post-launch is targeted to run from October through December. This timing is in line with the end-of-year festivities, in which we expect a peak demand.



# ACTIVITY MAP

		June	July	Aug	Sept	Oct	Nov	Dec
Pre-Launch	TikTok							
	Instagram							
	Company Web							
	Microsites							
	Weibo							
Launch	Billboard							
	Posters							
	Instagram							
	Weibo							
Post-Launch	Press Party							
	Instagram							
	TikTok							



# BUDGET ALLOCATION







# Budget Allocation

After analysis, Loewe spent about \$8 million per year on advertising in the U.S. Therefore, we decided to spend \$36.5 million on a communication mix strategy for the Chinese market. For the global market, we decided to spend more on Instagram, because Loewe gets the most traffic from Instagram every year, compared to Twitter and Facebook, while for the Chinese social media, we decided to spend the most on the most famous social platform in China, both Weibo.

Secondly, the Chinese version of TikTok is also one of our key advertising targets. Since the location of the new store is in China, the purpose of the promotion is to reach more Chinese customers, attract their interest and stimulate their spending behavior, therefore, we have set up relevant ads in areas with high traffic, for example, outdoor buildings and indoor subway station walls.



	Vehicle	Objectives	Task	Cost	Measuring Effectiveness
Digital	Store Video	Use the visual segments to give audiences the initial impression and to grab the audiences' interest. This video of new store will reach a larger group of customers.	The video will help the audiences to understand what is about Loewe's new store and the content of the store's inner version. It is easier to share to the viewers on different social media ( Instagram, TikTok, Weibo) and website. The aim of using the video is to catch the audiences' eyes and attract their attention of this store.	.3 million	To calculate the efficiency of the ad video, we track the total number of views on each platform and how often viewers interact with the video, for example, by observing the number of likes, retweets, and comments. Similarly, the number of clicks on related links is also worth recording.
	Instagram	Share the video or image of the ad in the official Instagram account and brand-related accounts, and allow users to repost it, and likewise, share it in the Ins story.	Share on Instagram allows viewers to get a closer look at this story about the story behind the new store. Share news, images, and videos with a high frequency, such as 1-2 posts a day, before the store opens, and reach out to a wider audience with the appropriate brand hashtags. Also, allow users to comment and interact below the post.	.4 million	In order to track the effectiveness of our placement on Instagram, we can look at how often users interact with relevant posts and the form of interaction to determine if the appeal of these leads is being captured as we expect. We should also be allowed to look at the number of clicks on relevant hashtags to confirm if we are reaching a wider audience.
	TikTok-Chinese Version	Share relevant videos, images and messages on the Chinese version of TikTok and allow users to like, retweet, and comment on them. Create tags for viewers to search.	Share the video and story background of the new store on the Chinese version of TikTok at a high frequency, and share some of the relevant artists the new store is working with, AND interact with them. Users are allowed to click on the home page of the artist in question to view and interact with them. The main task was to show videos of the store, its interior, and information about the products that would be sold in the store, so that users could have a more concrete understanding.	.7 million	In order to test the benefits of promoting on TikTok, we need to check the number of interactions on the daily posts, such as whether the number of likes and comments has increased, and also to confirm whether more users are clicking on the corresponding hashtags. In addition, we should also be able to see if the number of followers of our collaborating artists has increased to confirm if our shares are effective.
	Weibo	Post store-related advertising messages on Weibo. The aim was to reach different types of Chinese users and trigger their interest in the campaign. Build their deeper impression of the brand with high frequency of posting	Share videos and pictures of the new store on Weibo, with links to the official website, and allow users to retweet, favorite and comment. Share at least one a day. Also, retweet posts from related accounts sharing news about the new store, create appropriate hashtags, and let users click to view them. Secondly, a full-screen image is placed on the home page of Weibo, so that users can directly access this information when they open Weibo each time.	.6 million	To understanding the effectiveness of Weibo, we were allowed to see the number of favorites, retweets and comments per day, both in terms of how users interact with these ads. Also, we had to observe how many users clicked through the links in the posts to the official website.
	Public Relationship	Reach out to those art mediums such as galleries, museums, galleries, and individual artists, giving them store information and advertising. The aim is to reach out to different types of audiences and to broaden Loewe's presence in the art world.	Contact art agents or individual artists, send them or send them new season store ads and artist catalogs, and invite the recruitment of other artists to collaborate with Loewe.	0.15 million	To capture the benefits of PR, we can see how many artists are recommended by these agents, and we can identify how many of these artists have high market value, and high public recognition of their work.
	Loewe's Website & Microstie	Place pictures of our stores and catalogs for sale on our website for viewers to see. Establish an online exhibition with the aim of attracting more consumers and giving a more visual experience	This online exhibition projected everything from the offline store, including the interior decoration, product display, and art installation placement. Visitors can have a more comprehensive experience of the store, including building an overall impression of the offline store, and building awareness of the overall atmosphere.	0.2 million	In order to track the effectiveness of the website, we can see how many times users click on the links to the information, and we can record how long they stay on each page, so we can calculate which products are expected to reach a high sales level.



	Vehicle	Objectives	Task	Cost	Measuring Effectiveness
Out-of-Home	BillBoard on the wall of the building	The purpose of installing huge billboards placed on the facades of buildings is to catch the attention of passers-by. It also allows them to be aware of the opening of this new store, which can attract interested consumers.	Selecting one or two of the most attention-grabbing photos to be placed on the building's exterior wall can grab the attention of walkers directly, giving them a huge visual impact and making them want to learn more about the new store.	.3 million	Before choosing a location for a billboard, we should first identify the most trafficked location near the new store to confirm the approximate number of people passing by each day, as well as the number of vehicles per day. We need to select 2-3 locations for comparison and then confirm the final placement of the exterior wall.
	Posters of Subway Station in Guangzhou	The placement of huge advertising posters about new store openings in Guangzhou Metro stations was designed to catch the attention of commuters and allow them to build an initial impression of the brand in order to hook their interest in exploring it.	Advertise Loewe products in Guangzhou Metro stations with store addresses to provide value that can be explored for visits. Occupy the eyeballs of walkers with large-scale posters.	.3 million	Before deciding where to display the posters, we have to compare which location in the subway station where pedestrians spend the longest time, such as the corridor like waiting for the train, or the elevator entrance. Similar to exterior billboards, we have to pick 2-3 locations to compare before making a final decision.
Promotion	Priority Purchase Party	Conducting pre-sale party for superior customers, offering the privilege of early spending and one-on-one quality service. The aim is to maintain relationships with premium customers to increase the likelihood of being introduced to potential customers.	Provide exclusive guide one-on-one attentive service, private consumption space, and extra afternoon tea service. Giving these VIPs the opportunity to carefully feel the texture of the new products and get timely feedback from customers.	.2 million	Having this pre-order party will give us an idea of how many orders will be placed. And we can see which items have the highest repeat rate, and we can get feedback from consumers about the products.
	Opening Party	Influencers and celebrities are invited to the opening party. The purpose was to announce the official opening of the store and the launch of the products.	Celebrities and participants are invited to take photos and are actively encouraged to post live images on their social accounts to reflect the live event to the public in real time, with additional opportunities for live ordering. In addition, consumers were greeted in an organized manner.	.3 million	To get the benefits of the opening party, we can check the number of transactions on the day, as well as identify the more popular products of the quarter. And, we can also get a sense of how the participants feel about the artwork displayed in the store by talking to them.
	Press Party	Media were invited to the party to actively share the background of the story of the store and to promote the work of the collaborating artists.	An independent press party was opened, inviting some of the fashion industry's media, fashion editors, and critics to the event and encouraging them to actively share key content from each platform. The artists also have the opportunity to be recognized by the media, as well as by fashion editors.	.2 million	In order to test the effectiveness of Press Party, we could check the experience and comments of each media outlet about the event by confirming the content of their upcoming posts.



# Course Project-

## Part 6

LXMT 742-N01

Bufang Yao/Niloofar Shariati/Ray Zhang/Ziheng  
Wang







# Executive Summary

**Through Loewe's new CASA store in Guangzhou, China, we aim to expand our presence in the Chinese market to new and emerging consumers in different sectors, taking advantage of Loewe's long history of craftsmanship to increase the public's recognition and awareness of handicrafts and artwork. Our success factors include Deep integration with the local Chinese culture, and incorporating elements of the new Chinese style in the store decoration, such as screens and bamboo. Guangzhou is a city with a long history and tea culture, so we included porcelain artworks used to make tea sets in our store decoration.**



# LOEWE

## Opening Soon...



## Marketing Visualization

**For our Out-of-Home marketing strategy, we have designed two huge posters for the facade and subway ads. The vertical version of the poster will be placed on the exterior wall of a building with considerable height, where it will be more easily visible. On the contrary, we plan to put the horizontal poster on the wall of the subway because the space inside the subway station is relatively small and it is easier for the pedestrians' eyes to catch the poster when walking in front of such a long poster.**





**LOEWE** Guangzhou  
Opening Soon...



# Mock Up







## CAMPAIGN TRACKING

**The main objective of the marketing campaign is to enhance brand awareness. Loewe Guangzhou will employ continuous tracking to evaluate the success of the campaign. The tracking will begin in the pre-launch stage in June and continue until the post-launch period in December. This will be important because it will allow us to make any changes before it is too late.**



# DIAGNOSTIC MEASURES AND METRICS



**Once the campaign ends after the post-launch, the brand will conduct a post-campaign evaluation study to test the campaign's effectiveness. We will conduct interviews continuously or periodically, where the interview questions will address different aspects of brand awareness: Purchase intentions, Brand considerations, ad recognition, and ad recall.**

**In addition, we shall use diagnostics metrics, such as the number of likes, comments, hashtags, and shares, to determine the engagements in our social media platforms during the entire launching period.**

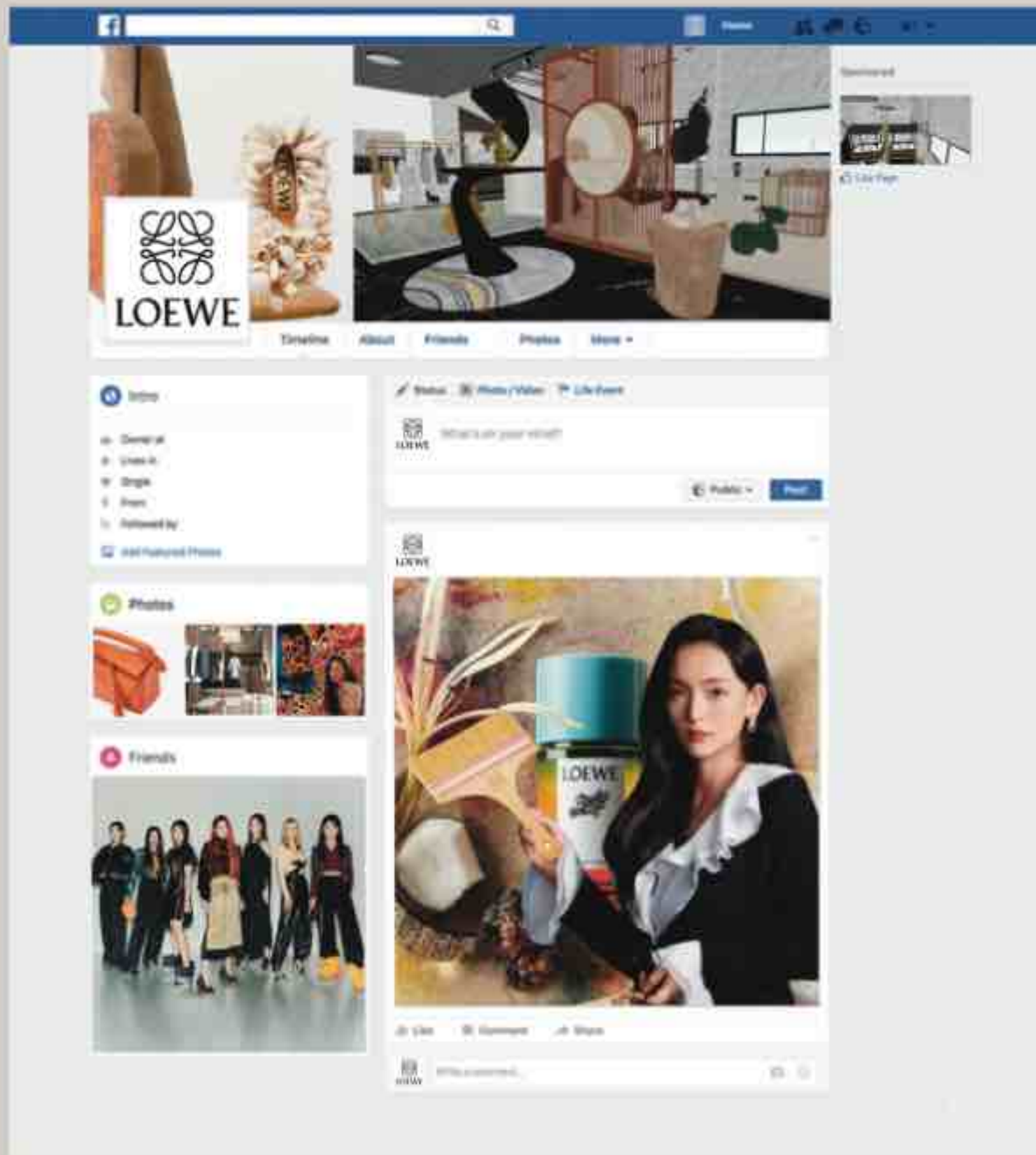
**They will help measure the success of our campaign based on message delivery, brand awareness, and sales.**



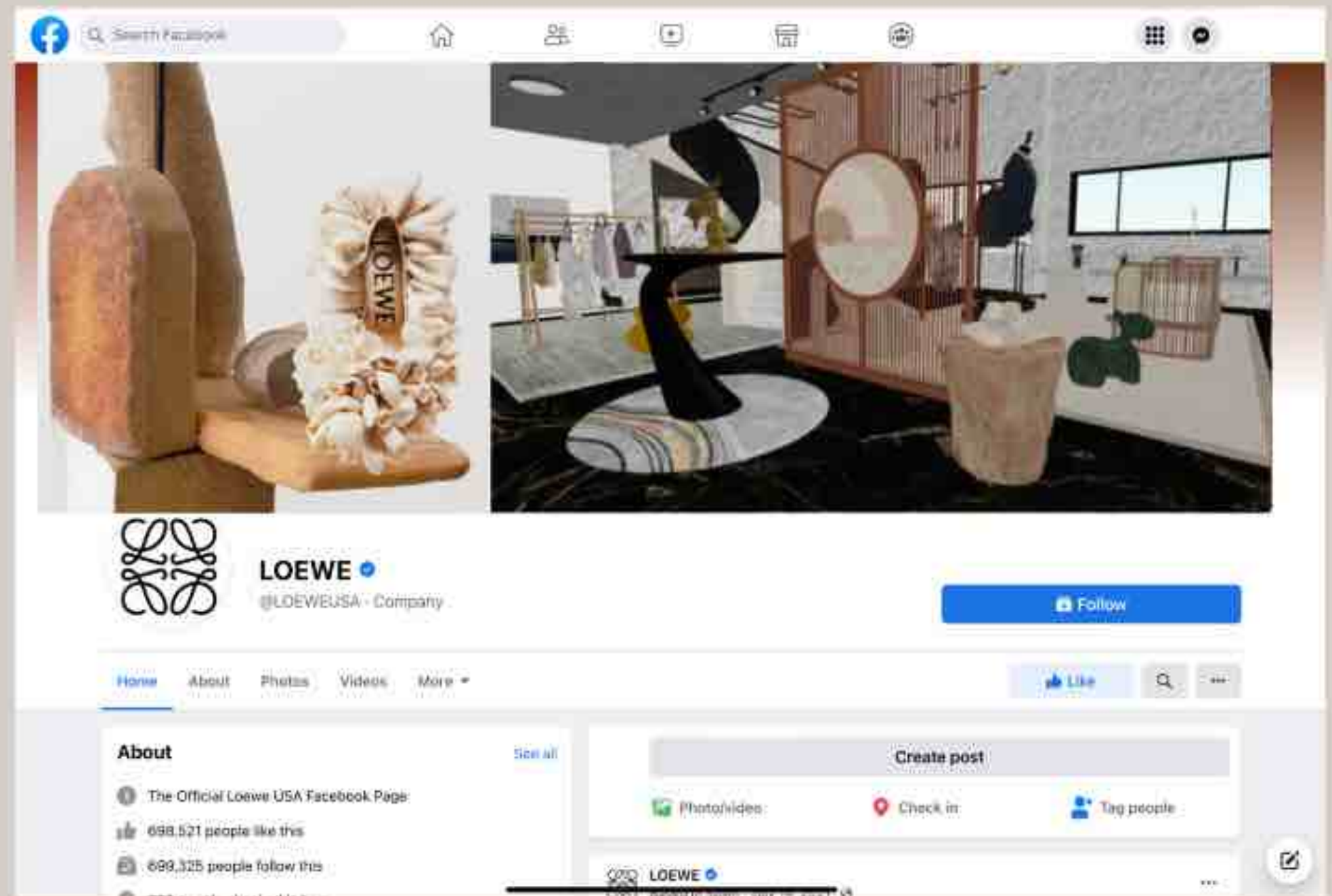
# Instagram





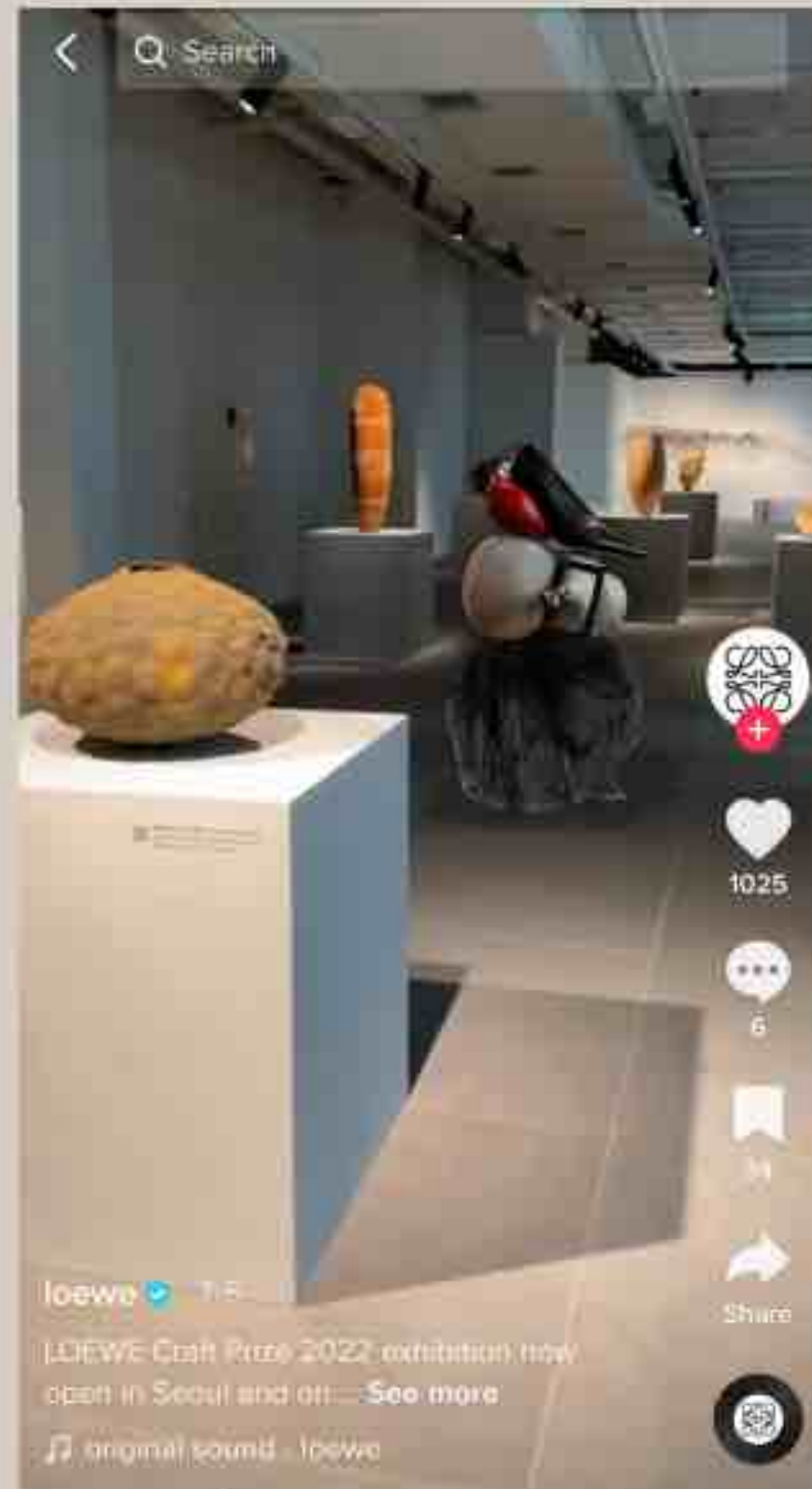


# Facebook





# TikTok



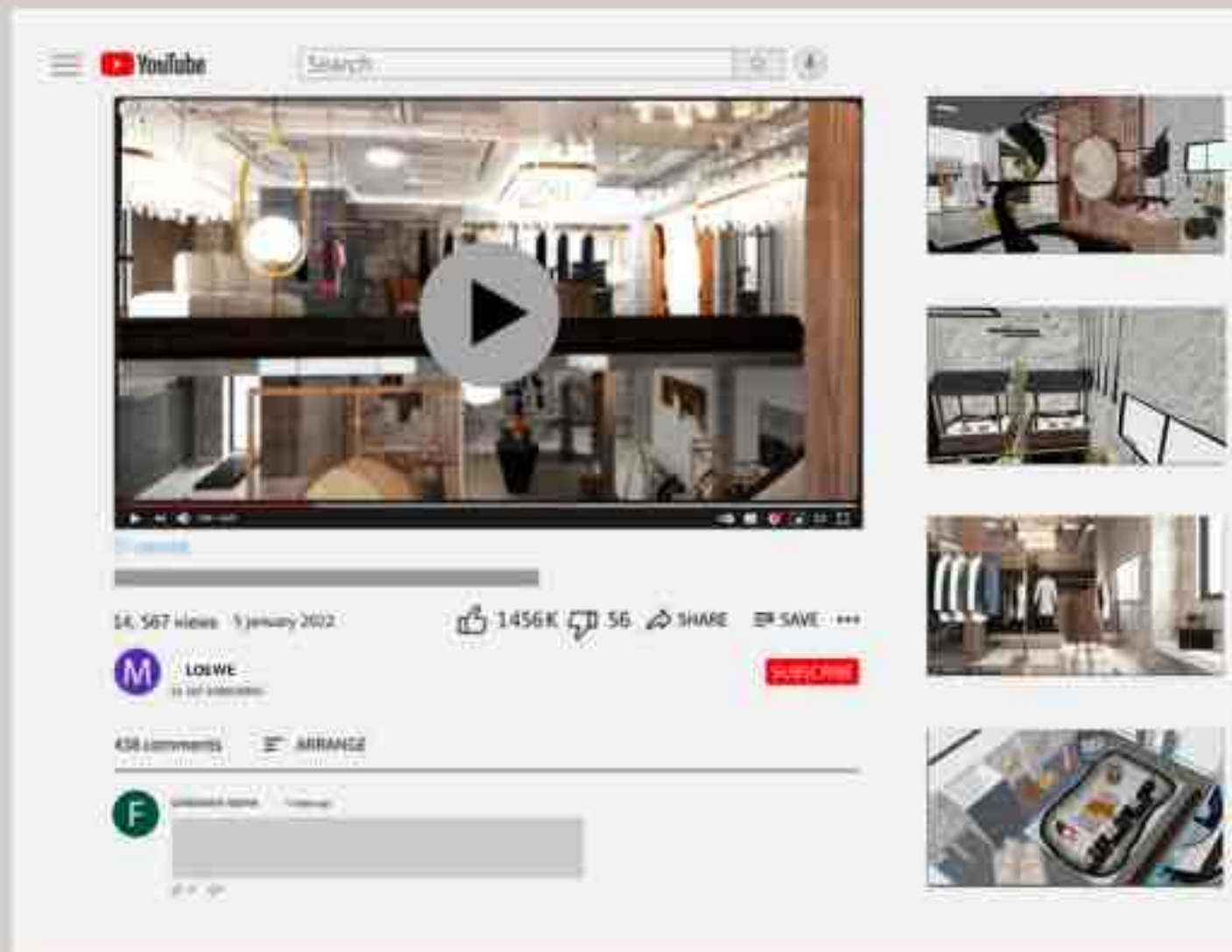


Weibo



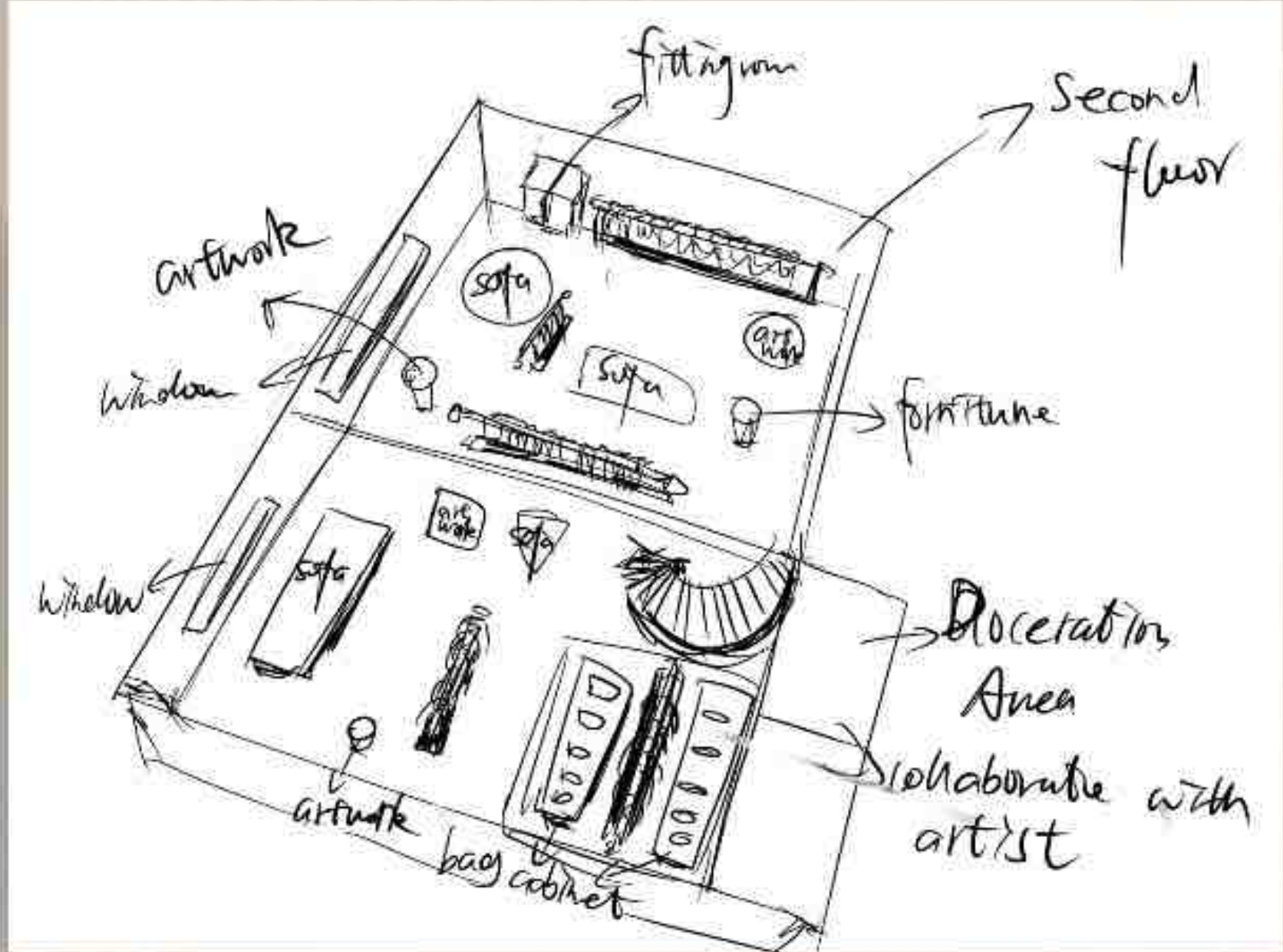
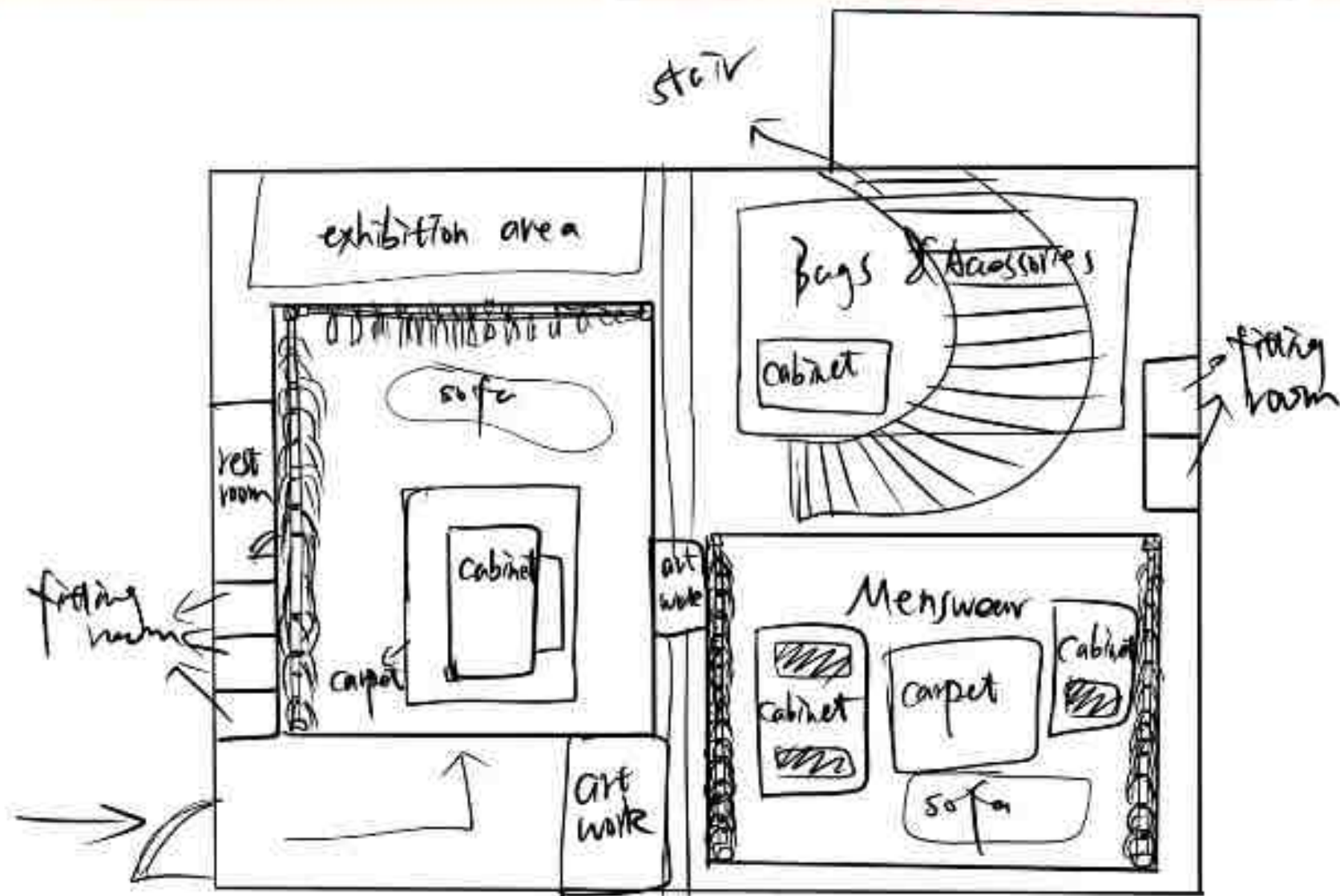


# YouTube





## Initial Draft 1



**For this new store, we basically divide the huge space into two floors and four sections. The first floor, we have womenswear section, bags& accessories section, and menswear area and there is a VIP room in the second floor for serving Loewe's premium clients.**



# Initial Draft 2





# Backstage Photos

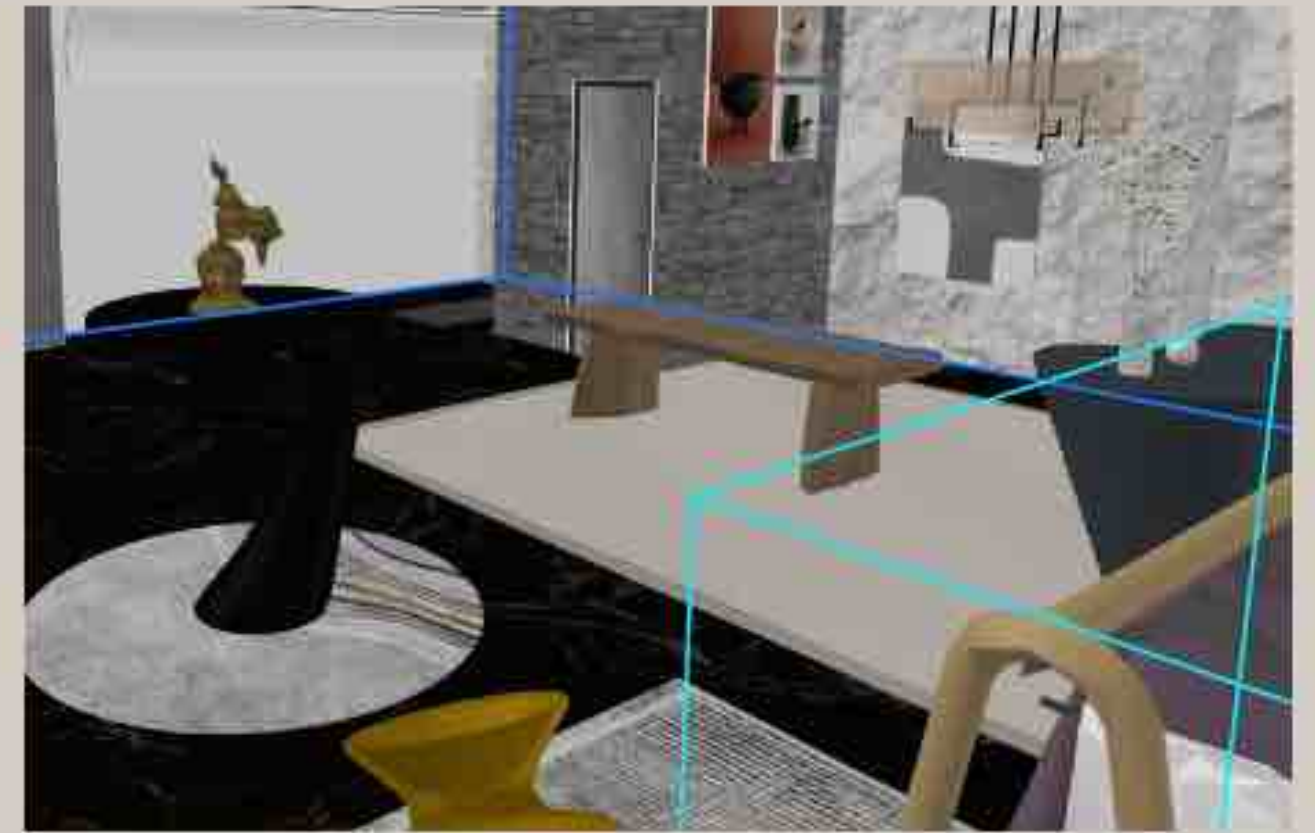




# Backstage Photos







## First Level

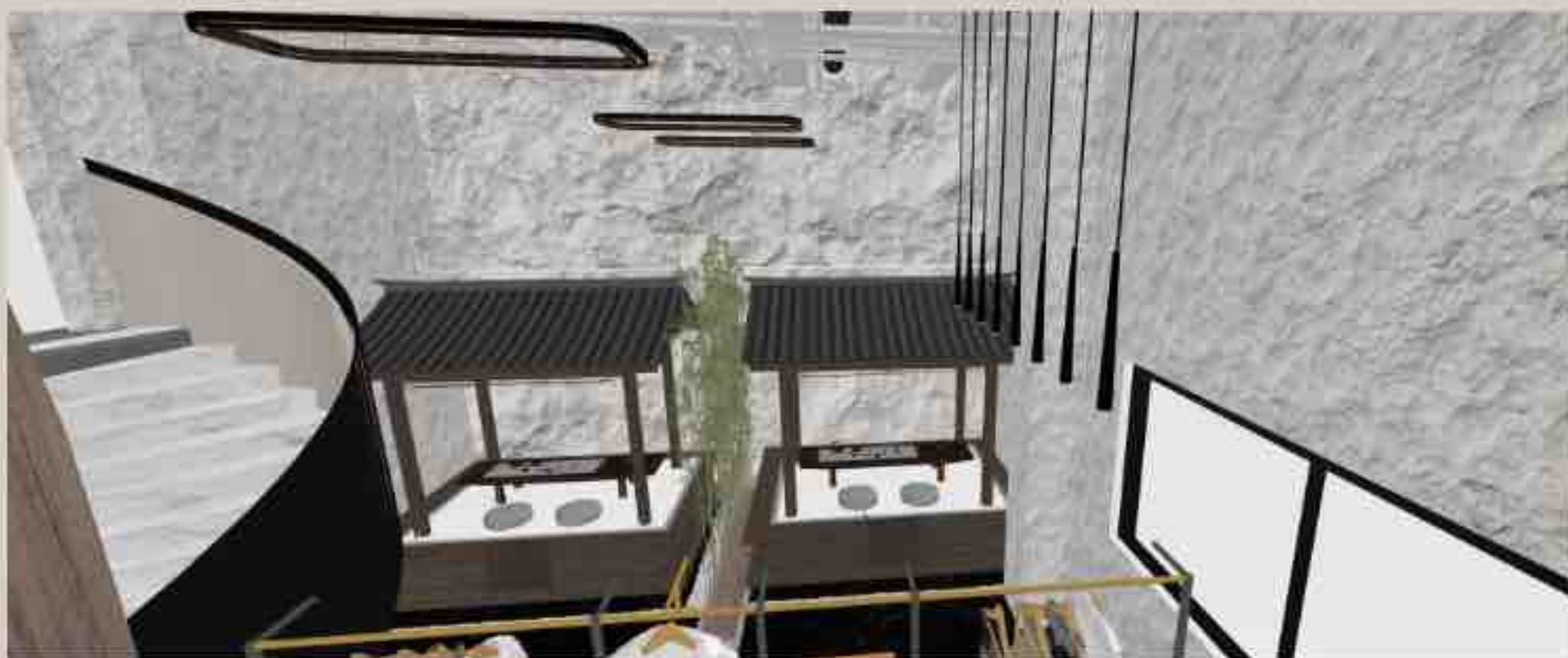




## Second Level

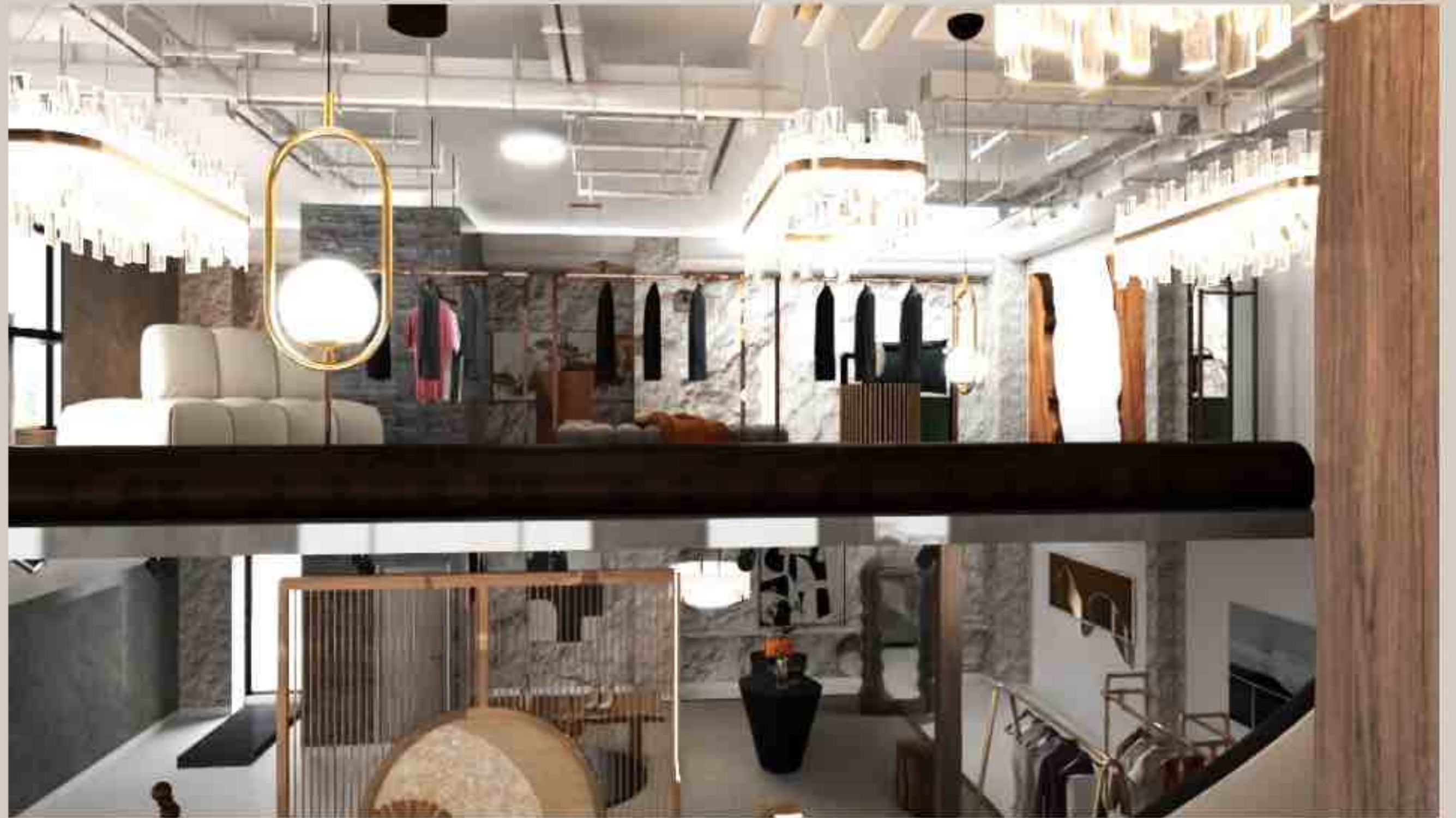








Rendering







Rendering





# Draft Video





CASA LOEWE  
Guangzhou



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