

Victoria's Secret NFL Collection

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Advertising

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Executive Summary

The first Victoria's Secret was opened in 1977 as a lingerie store in California. Since The Limited bought the brand in 1982, the stores have expanded across the country and the variety of products offered has greatly multiplied. In 2010, PINK, a Victoria's Secret brand, began selling the NFL collection, targeting high school and college age women. There is much room for growth in regards to this line. Our goal is to expand brand awareness of the NFL collection to women 35 to 40.

Women in this age range are already buy Victoria's Secret lingerie but have not explored the possibilities of the NFL collection. There is enormous potential here. Women 35-40 have a higher income than those in the younger demographic, and are more likely to spend it. Women 35-44 earn over \$10,000 per year more than their younger 25 to 34 year old counterparts. Women 35-39 are the highest spenders on apparel of any demographic, spending \$2,264 per year on average on apparel (Census, 2013). Not only do these have more disposable income, but also are true NFL fans. One third of women ages 35 to 54 are regularly watching football, and a common complaint is that they do not have fashionable clothing to wear beyond a "pink it and shrink it" team shirt (Nooyi, 2013). Over a third of women in the Victoria's Secret already has the products to offer them. It is just a matter of raising brand awareness.

To do so, Victoria's Secret will focus on the 35 to 40 year old mom, who enjoys watching a game with friends and family. The campaign will use print advertisements, commercials, and direct mail. All will feature an attractive mother in this age range who proudly wears the Victoria's Secret NFL jersey. The slogan of the campaign is "Football & Fashion: Victoria's Secret Has You Covered" emphasizing to women that this brand is the go-to store for fashionable and fitted NFL apparel.

Overview

The goal of this Victoria's Secret PINK NFL Collection campaign is to connect with the millions of powerful women with children and a career. Victoria's Secret is popular and well known amongst the younger half of their targeted market which is why we aimed for the typically not catered to, age range above it, women 35-40. Victoria's Secret has been about how sexy one can be, and we want to exemplify this within an older target market. The NFL is about working hard and playing hard. These women feel the exact same way and use their outerwear as a sense of empowerment.

The target market has a disposable income, bringing in more money than all of the age ranges below it, averaging in about \$63,629 annually. This targeted market also spends the largest amount of money in apparel when compared to age ranges below it. When looking at facts and figures, it showed women accounted for almost half of the football fan population. We want hardworking moms to know that there is a simple and stylish way to support her favorite NFL team. Therefore, reaching out to them is extremely logical, they have the money, they like spending it, and they have NFL spirit. We want them to know they don't have to be young to be their favorite team's cheerleader. They can show their pride and power in a trendy Pink NFL collection jersey.

Reaching this powerhouse target market, Victoria's Secret will benefit from expanding their original target market and profit from the additional sales. The objective of this campaign is to increase brand awareness amongst the target audience and encourage them to go to Victoria's Secret for their NFL gear. A positive experience with this campaign may convince these hard working moms to return to Victoria's Secret in the future for more team jerseys and also for some of the other products they offer like lotions, perfumes, lingerie, and athletic apparel.

Company and Product

Victoria's Secret National Football League Sports line, which is an extension of its PINK line, includes hoodies, V-necks, athletic pants, and crew neck sweaters. Each article of clothing comes with a sports team's logo on the front. Purchasers of the product have the option to buy apparel from any NFL team.

STP Analysis

Segmenting and Targeting

Segmentation can be broken down into different types of users. These include heavy users, nonusers, brand-loyal users and switchers/variety seekers. Victoria's Secret audience is heavily brand-loyal. Controlling 42% of the lingerie market, Victoria's Secret separates itself from the second highest market share holder, which comes in at 1% (*Lingerie Stores*, 2012). Our target audience will reflect women ages 35-40. The current age demographics of women purchasing the PINK line (NFL is a line extension of PINK) ranges from 18-34 years old. According to brand President Denise Landman, "Victoria's Secret PINK is the dominant aspirational lifestyle brand targeting college girls and celebrating campus life." The bright colors, fashionable prints, and younger and smaller apparel appeal to the more casual, non-professional market (About, n.d.). The product selection of that line often inspires young teens and high school age girls to shop at the store. CBS news also commented on how Victoria's Secret PINK brand is aimed towards younger girls than the store's typical target audience, "Its audience is trending younger. Thus, the college age crowd is increasingly becoming a core audience, one that the company wants to build on with both high school and young adult shoppers" (Duff, 2010).

Catalog data suggests that 82% of all purchases are by women ranging from 25-45 years of age. PINK is targeted to women ages 18-35, so by moving your target range of the NFL Line up by five years you will still be targeting the large percentage of women that are shopping in Victoria's Secret catalog. Victoria's Secret targets women of higher incomes to go along with its "premium" brand. The median salary per week for women with a bachelor's degree is \$48,360 (930*52), which is below the average income of the typical women that enters Victoria's Secret. Most women that enter the store have master's degrees or higher education levels and can afford the price increases in Victoria's Secret line (*Women's Earnings and Income*, 2013). It would be beneficial to expand the target to women 35-40, who would have higher incomes than the typical college or high school student.

In terms of geographic segmentation we see that "the US, Limited Brands' largest geographical market, accounted for 90.9% of the total revenues in fiscal year 2012. Revenues from the US reached \$9,421 million in fiscal year 2012, an increase of 6.4% over fiscal year 2011" (*Limited Brands, Inc*, 2012). With Victoria's Secret under its parent company, The Limited Brand, we see Victoria's Secret reaches a broad geographic area in the United States, Canada, and is soon expanding to the United Kingdom.

NFL teams are located all across the United States; therefore, the geographic segmentation can be broken down by ones PRIZM segmentation. For women ages 35-54 with college and professional degrees we see four different types of categories. The first, category is the Winner's Circle. Members of the Winner's Circle like to travel, go out to eat, shop at high-end clothing stores, and see Broadway productions. With a median income of \$106,288 this categorical view of income gives women a high level of disposable income that they are using to purchase items in "upscale malls." Victoria's Secret has a large presence in malls across North

America, and is key in the development of growth. This group is ethnically diverse and enjoys stores such as Ann Taylor. The second group is referred to as the Upward Bound group. Stereotypical soccer moms and dads are placed in this category. More than likely both have a college degree, are obsessed with children, and purchase quite a few family oriented products (computers, camping equipment, etc.) In this category we see families with a median income of \$83,437. While it is lower than the Winner's Circle median income, many do have the funds to spend thoughtlessly. Therefore it is best to target to these type of women (Segment Explorer, n.d.).

Victoria's Secret target segmentation for the NFL line will include women with disposable income, and will incorporate that upper class sophistication that comes along with the members of the all the previous categories. Modern day advertisers use the PRISM system to develop concentrated audiences. Information from PRISM helps to focus in on our target female demographic group for Victoria's Secret even further.

With nearly 44% of all football fans being women, according NFL reports, lifestyle segmentation has played a part in the development of female consumption. In 2011 the NFL saw a huge leap in merchandise being purchased by female consumers, and with an 85% increase in sales from December 2010 (Duff, 2010). Women have the same interest level in the sport as men. Summer Jenkins of Jacobsburg sends testimony to her sports enthusiasm saying, "These women are real fans - fans who laugh and cry and live and die with the fate of their teams. They feel as if the success of their team rests on their pregame rituals" (*Women to the NFL: We are REAL Fans!*, 2012). Women are now treating sports apparel as fashionable items and items they want to wear and show off. They want stylish clothing that supports some of their favorite teams while still maintaining femininity, but still showing they are true fans. According to Indra Nooyi,

There has been the general mindset in the past that women watch sports to spend time with their husbands or to watch their children's games. She says this is not completely true. It could be part of the reason, but women truly are looking for an "authentic experience" (Nooyi, 2013). In order to have this experience, pinking and shrinking their sportswear is not acceptable. They want fashionable clothing, but they also want to show they too are true fans (Nooyi, 2013). This is what women in our target audience need, and that's what they get from the PINK NFL collection.

What we would like to do for the PINK NFL collection is push the target audience age up to meet the same target audience as the Victoria's Secret brand of 25-45. To specify even more we are aiming for the age range of 35-40 for this PINK collection. According to Direct Mag, a business magazine, 83% of Victoria's Secret shoppers are female aged 25-45 (*No Farce*, 2000). Who exactly is this woman we are targeting? Research completed by the 2012 income census reports show that women 35-40 have a higher income than those in the younger demographic. To prove that even further, Women 25 to 34 earn an average of \$51,381 per year whereas women ages 35 to 44 earn on average \$63,629 per year. Compounded on this, women ages 35-40 also spend more money on apparel in comparison to those 25-34. Women 35-39 are the highest spenders on apparel, spending \$2,264 per year on average on apparel. The next closest age range is the 25-34 age group, spending \$2,061 per year on average on apparel. We want to focus on these slightly older women, who both have more income and tend to spend more on apparel in comparison to the 25-34 age range. Our ideal woman joins the 10.4 million women in being a single mother who is independent and powerful and wants a way to connect with her kids through their love of a sport, or meet a possible mate at a bar while watching a game. She is with the 5.1 million women who stay at home coaching a team of her own while

her husbands at work, making food and hosting parties for Sunday football games. She is the growing population of powerhouse working moms who are ambitious and determined, with extra spending money to splurge on her favorite team's jersey and time on the weekends to kick back with her husband and kids over a game. She holds tremendous spending power, she buys for the entire family, and is increasingly doing her shopping online (42 million us women online weekly and increasing), (found on A.C. Nielsen internet statistics 2008). They are all powerful, independent, strategic spenders, and young with a hunger to show it and PINKs NFL collection is perfect for the cause. The adjustment from pink, "girly," youthful clothing options, to bolder, simpler, and form flattering apparel is perfect for the 35-40 year old woman and the PINK NFL collection has it.

Positioning

Victoria's Secret is targeting females that have disposable income to purchase expressive outerwear. Women ages 35-40 want to be a powerhouse in the household. Being able to balance working, family, and her social life are important elements in her life. Taking her family to the game is about the rooting for her team, and rocking an NFL sports jersey to show her sports pride is her job.

User positioning is the key strategy for Victoria's Secret. We are targeting powerful women with children and a career. Victoria's Secret has been about how sexy one can be, and we are bringing this back in combination with an older target market. The NFL is about working hard and playing hard. These women feel the exact same way and use their outerwear as a sense of empowerment. Women like to be in control of their lifestyle, so let's give them even more power to do so.

Historical and Cultural Analysis

Roy Raymond opened the first Victoria's Secret in the Stanford Shopping Center in 1977. Within its first year, the store had earned \$500,000 (Roy Raymond, 1993). The store was originally targeted towards men with the idea that it would create a comfortable environment for men to purchase lingerie for women (Randall, n.d.). Later, the target demographic was shifted to women. By 1982, Raymond sold Victoria's Secret to The Limited for \$1 million. By this time, Victoria's Secret operated five stores and had launched a mail order catalogue, which combined grossed 6 million per year (Timeline, n.d.). Victoria's Secret now boasts 1,019 stores and \$4,981 in net sales (About, n.d.).

In 2004, Victoria's Secret launched PINK, a brand within the Victoria's Secret franchise that targets college age women. The actual audience also skews a bit younger, with many consumers initiating their first interactions with the brand at the high school age (Duff, 2010). Within the PINK brand, the collegiate line was launched in 2008 and is a predecessor to the NFL line. In 2010, PINK formed a partnership with the MLB and NFL to sell merchandise featuring professional sports team, the same year the brand reached \$1 billion in sales (Timeline, n.d.).

The line features comfort ware, offering t shirts, sweaters, sweatpants, and yoga pants, all in the teams' colors and iconography. The initial launch only featured 13 of the 32 NFL teams (*The NFL is PINK All Year Long?*, 2010). The line was so successful, Victoria's Secret began offering merchandise for all NFL teams in 2011 (*Victoria's Secret PINK Announces the Expansion of Their NFL Collection*, 2011)

The culture has also changed dramatically in the last decade, from only 14% of women watching the Super Bowl in 2002 to 46% in 2012 (Sebastian, 2013). Of the women watching football, about a third are ages 35-54, which is part of our target market of 35-40 (*Marketing to*

Women, n.d.). The fact is that more women are watching football, and more women consider themselves football fans. The NFL reports that 44% of women would call themselves “avid fans” of football (Stevenson, 2012). Women also have a strong social media presence in regards to sports, another opportunity for businesses to capitalize on. Women comprise 36% of the Twitter followers and 43% of the Facebook fans for the chief US sports teams (Nooyi, 2013). Bleczinski, NFL VP of consumer products said, "Some people say the Oscars are the Super Bowl for women, but in fact the Super Bowl is the Super Bowl for women" (Stevenson, 2012).

By not targeting women, apparel companies were ignoring a huge opportunity for growth. We are trying to appeal to these women who are true NFL fans, but who also want a stylish outfit, as the Victoria’s Secret brand offers. The line already targets high school and college women, but are neglecting a huge section of the fanbase by neglecting women in the 35-40 age demographic. The NFL itself is already reaching out to women through Marie Claire, Vogue and Cosmopolitan (Sebastian, 2013), the same magazines that Victoria’s Secret uses to advertise for their lingerie line. These women already shop at Victoria’s Secret and identify with the style values, but are not buying all the store has to offer. We want to let them know that Victoria’s Secret has a fashionable NFL line to offer them as well.

Market and Industry Analysis

Licensed sports apparel is currently a \$4 billion industry (*Lingerie Stores*, 2012). IBIS, a business research company, reports the licensed sports apparel industry is comprised of about 841 firms that operate 19,161 stores. These figures include the NFL, but also contain other major sports leagues such as the MLB and NHL. These products are considered luxury items and are often the result of impulse buys. Economic troubles resulted in a 2.9% decrease in revenue in 2009 and a 1.6% decrease in 2010. However, a strengthening economy led to a .7%

increase in 2011, and the industry is expected to increase by .6%. IBIS projects that licensed sports apparel should expect modest growth over the next 5 years, spurred by an improving economy. It is also expected that game attendance will increase, causing more fans to buy apparel to support their teams. It is projected that Walmart and online retailers will gain market share, improving their business but hurting that of established sports retailers (*Lingerie Stores*, 2012).

The major trend in sports apparel right now is shifting the target to include women rather than almost exclusively men. The type of products available range from “comfort ware” including sweatpants, jerseys, and t shirts, to luxury goods such as high priced handbags and professional wear emblazoned with NFL team branding. The NFL women’s clothing and accessories sales have increased 76% since rebranding efforts began in 2010 (Dries, 2013). The largest trend within women’s NFL apparel is the increasing popularity of the jersey. On the online comparison website NexTag, the five most popular jerseys searched for were women’s Tim Tebow or Aaron Rogers jerseys. The NFL has experienced a double digit increase in sale of women’s jerseys of over the past 10 years (Stevenson, 2012). These will all be important aspects to consider in relation to the Victoria’s Secret line.

The NFL itself brought in \$3.2 billion products, and though it does not specify how much women’s apparel accounts for, it can be assumed that it is a substantial amount due to recent rebranding efforts (Jessop, 2012). The NFL brand has experienced double-digit growth since the start of the campaign in 2010, and triple-digit growth in the year of 2012. Although other factors contributed, it is expected that the efforts to target women have significantly contributed to this massive growth (Jessop, 2012).

Major apparel retailers who have entered agreements with the NFL include JCPenney, Kohl's and Wal-Mart. Sports apparel only makes up a small portion of the overall product line of these large retailers, and their NFL products are not limited clothing. While there is not much information on the actual NFL products, these companies are players in the women's apparel market. Women's clothing makes up 30% of Kohl's total sales and creates \$5,829.2 million in revenue (*Kohl's Corporation*, 2012). JC Penney's revenues have 12% in comparison to last year, with recent focus on the home goods department and current focus on the holiday season (Hsu, 2013). Wal-Mart has continually struggled to find its niche in the women's apparel line and is still performing worse than originally anticipated. However, the retailer consistently outperforms big name clothing stores such as Macy's and Kohl's with about \$40 billion in women's apparel revenue (Ryan, 2010).

The remaining major source of licensed sporting apparel is from sporting goods chains. Apparel makes up about 20% of total revenue for sporting good chains. The top three sporting good chains are Dick's Sporting Goods (13.6% market share), Foot Locker (10.3%) and Sports Authority Inc (8.6%) (*Top Sporting Good Chains*, 2011). While all three offer women's products, the main target audience is still men. (*Top Sporting Goods Chains*, 2011).

Competitor Analysis

Sports chains represent a lower source of competition because they do not focus on fashionable licensed apparel for women. The target audience is still largely concentrated on males. Apparel sales are a distant third to equipment and athletic footwear, which combined equal 80% of total sales (*Top Sporting Goods Chains*, 2011)

Dick's Sporting Goods in particular has been struggling recently. Though it is still a top retailer of apparel, shares for the company dipped 8% in the second quarter in 2013, and the two

quarters previous did not mark improvements either. The company plans to transfer the focus to improving its offerings in youth and women's apparel (Linderman, 2013). This shift could pose a threat to the Victoria's Secret NFL line in the future, depending on how the store rebrands its women's apparel lines.

Foot Locker also operates Lady Foot Locker, which has 331 locations and is exclusively targeted towards women. The main focus of these stores is on athletic clothing and footwear, although they do sell NFL merchandise. The clothing is more basic, often just displaying the team name and logo. The main target market for Foot Locker stores as a whole remains to be men ages 12 to 25 (*Foot Locker*, 2012).

The NFL advertises its own NFL shop as containing "all the gear you could ever want" (Frequently Asked Questions, n.d.). Its campaigns have used the wives and daughters of coaches to create a more direct and intimate connection with the NFL. The NFL could represent a challenge because women may associate the actual brand with being true fans, whereas the Victoria's Secret Line has been criticized for being too sexy and detached from fan values (Dosh, 2012). The NFL also dips into high fashion with its luxury handbags that range in price from a few hundred to a few thousand dollars. It could attract customers that do not want to be associated with the culture associated with the Victoria's Secret brand. Even so, the NFL advertises in *Cosmopolitan* and *Marie Claire*, which adhere to the same sexy style values as Victoria's Secret. Also, the NFL is not a traditional competitor because Victoria's Secret is partnered with them in order to sell NFL products.

Kohl's and JCPenney's will be major competitors, offering similar products at comparable prices. Their products are more simplistic, not offering the same high style appeal. Kohl's sells many additional NFL branded products as well, including bed and bath, office

supplies, home décor and jewelry. JCPenney offers NFL apparel in men, women and baby, but also has memorabilia, bedding, and accessories. Walmart obviously offers a wide variety of goods, but is known for lower quality (Ryan, 2010). These outlets could be attractive as one stop stops, where a broader variety of products can be considered without leaving the store.

Women in our age group, from 35-40, spent \$1991.5 million dollars on online apparel in 2009. In comparison, women 25-34 spent 1,450.9 million. Each age group younger results in a steady decline in online shopping. Women in the 35-44 age range also represent the highest increase in online apparel shopping, up 7.7% the year before. In contrast, online apparel shopping decreased by 7.6% in the 25-34 age range (Binkley, 2009).

Our competitors are also important to evaluate in terms of online sales. For Dick's Sporting Goods, web sales comprise 4% of the total sales, making it number 126 in Online Retailer Top 500. It sold \$208.4 million in online merchandise in 2011. (Web takes bigger role, 2012). Foot Locker Internet sales have increased 3 times faster than in store sales. In the second quarter of this year, Foot Locker sold \$148.2 million through online sales (Dernery, 2013). Kohls is number 26 in the online retailer top 500 and it is estimated that it sold \$303 million online in the second quarter. Online sales have increased 28% over last year (Davis, 2013). JCPenney Online sales totaled \$376 million dollars for the first quarter, which is a 6.6 increase from the previous year (JC Company Inc, 2011). Walmart is a top internet retailer, landing at number 4 on the Online Retailer Top 500. Ecommerce overall has grown 30% from last year (Web takes a bigger role, 2012).

In comparison, Victoria's Secret has said that the majority of its customers prefer to shop in store over online, "Most of our customers like to see the product...They would rather come in over ordering online" (Franklin, pg 6, 2011). However, Victoria's Secret Direct (the catalog plus

online sales) experienced 3% growth (2% Yield, 2011). Victoria's Secret plans on focusing more on online sales and online development in the future, and hopes that it will strongly contribute to an overall 2-2.5% growth (Trefis team, 2013).

Budget

Victoria's Secret Financial Status

Victoria's Secret has witnessed increases across the board in terms of their revenue and sales. In 2012 Victoria's Secret witnessed a sales increase of 4% while attaining \$6.1 billion dollars in revenue. Additionally Victoria's Secrets parent brand, The Limited, spends \$4 billion dollars annually on advertising with Victoria's Secret take a majority of the advertising budget. With an increase of 14% in revenue and 220 million dollars spent on catalog the budget presented below will be created based off of objectives for the NFL marketing campaign (Maheshwari, 2012).

Budget Creation

Utilizing the task-objective approach, the NFL product line budget will be developed in fulfilling the objectives that underlie the success of the overall campaign. These specific objectives can be found in the evaluation portion of the project in more detail. The Victoria's Secret budget will entail four different media usages including: television, magazines, social media, and event sponsorship.

The first media outlet being utilized is television. A large portion of women ages 35-40 watch the following television shows:

1. Lifetime Network
 - Dance Moms
 - Mistresses
2. Oxygen
 - Snapped
3. Bravo
 - Real Housewives Series
 - Project Runway
4. Sunday Night Football on NBC

This portion of the campaign will consist of creating a 30-second commercial (by an advertising agency) costing on average is \$342,000. This cost is due to the popularity of the program and the national attention Brave, Oxygen, and Lifetime has. For a 30 second advertisement to run on prime time is \$5,000 - \$8,000 and for network channels a cost of \$80,000 – \$560,000 occurs. For this commercial to run seven days a week for seven months a total cost of \$9,142,000 (Wagner).

The second portion of the campaign will utilize *Shape* magazine. To increase viewership of the NFL product line one advertisement per monthly issue for five months (September 2014 – January 2015). The cost of a full-page color advertisement in costs \$198,733 in *Shape*. For six months a total cost incurred equals \$993,665 including production costs ("Shape," 2013).

In addition the Victoria's Secret Fashion will be put on in December of 2014. This annual fashion shows ranges in advertising costs between 12 – 15 million dollars. Essentially this is an hour long advertisement displaying expensive Victoria's Secret products and will display more NFL specific products in their next show (hoodies, v-necks, sweatpants). The fashion show is an attention getting media source and serves as a way to gain exposure for the Victoria's Secret brand, and will be used to gain more exposure on the NFL line specifically.

The final portion of the campaign will utilize social media. The social media vehicles will place heavily on Facebook and Twitter. Victoria's Secret has one of the highest brand recognition pages in the market. With its heavy exposure their needs to be a team of qualified employees on the task of creating a strong NFL product line presence, and the following employees are budgeted to do this task:

1. Social Media Manager: Salary \$59,970
2. Social Media Specialist: \$39,363
3. Social Media Strategist: \$70,000

("Social media strategist," 2013)

("Occupational employment statistics," 2012)

In addition there is no fee for the usage of Facebook and Twitter, so increasing social media frequency requires no additional costs and serves as a way to continue interacting with customers.

Therefore for both social media outlets (Facebook and Twitter) a team of two people per media outlet position will be required. In other words, there will need to be two social media managers, specialists, and strategists. Totaling \$338,666 per year for salary based employees.

In conclusion the following totals the budget for this 2014 – 2015 Campaign (August – February 2015):

Total Television Production and Media Buy.....	\$9,142,000
Total Magazine Production and Media Buy.....	\$993,663
Total Victoria's Secret Fashion Show.....	\$13,500,000
Total Social Media Usage.....	\$338,666
Overall Total for Advertising Plan.....	\$23,974,331

Media Plan

Agency	DJM Inc., Kirksville MO
Client	Victoria's Secret
Brand	PINK
Product	NFL Collection
Date	December 6, 2013
Author(s)	Dillon Bittiker, Mariah Shields, JoJo Weatherspoon
Purpose	To show fitted feminine jerseys for moms who like to work hard and play harder. USP: Football & Fashion: Victoria's Secret Has You Covered
Creative Opportunity	To show women in our target demographic that Victoria's Secret isn't just about young women in sexy lingerie. It also provides a stylish opportunity

	for women 35-40 to support their team.
Media Mix	Open (TV, print, direct mail)
Message Objective	Brand awareness of the NFL Collection
Tone	Exudes confidence, relatable, family oriented, with a mixture of VS traditional edginess
Key Consumer Opportunity	Give trendy moms the knowledge of a trendier jersey option without excluding the current demographic.
Message	You don't have to be young to be trendy in sports apparel
Reason to Believe	Victoria's Secret is a leader in fashion. It is the brand that created sexy for young and mature women globally. You can trust them with your jerseys too.

1) The most important thought we want a member of the target market to take away from the advertisement is: We want hardworking moms to know that there is a simple and stylish way to support her favorite NFL team.

2) The product features we would like to emphasize are: Comfortable, fitted, stylish, and featuring NFL pride, specifically by featuring the VS jersey.

3) The benefits a user receives from these features include: you can be a mom, still be sexy, and root for your favorite team. Our product can blend these individual busy worlds for this one super mom.

4) The media chosen for transmitting the information include:

30 second commercial

- Lifetime-Dance Moms, Mistresses
- Oxygen- Snapped
- Bravo- Real Housewives, Millionaire Dollar Matchmaker, Project Runway
- Sunday Night Football on NBC

Direct Mail

- Direct mail coupon booklets
- Victoria's Secret catalogs

3 month Print Ad in female magazines

- Media:
 - Shape magazine

Commercial Idea

- A beautiful 35-40 year old woman walks into her home in “sexy” business attire. She continues to go into her room and through her closet looking for a jersey to wear for her football party. She first finds her regular, extremely oversized and baggy jersey, and throws it down. Then she finds her “cute” PINK NFL collection jersey that's much more feminine and puts that on. In the jersey she feels sexy, confident, and yet still relaxed, and admires herself in the mirror. In the end she joins her daughter and some friends in watching a football game, and as they cheer it's evident that her daughter (in the original target market) is still sporting her deep v-neck, PINK shirt as well, connecting both the new and existing target markets.

Print Idea

- Creating one-page advertisements (see media section above) that depicts a confident working mother strutting in her NFL jersey. The print advertisement would work hand-in-hand with the commercial. The main model would include the mother in the commercial with her daughter subtly in the background. The setting would take place at the football watching event depicted by the commercial.

Social Media

5) The suggested mood or tone for the ad would be confident, strength, family oriented, and with a mixture of Victoria's Secret's traditional edginess and sex appeal.

Evaluation

To successfully meet campaign goals, the following will be completed within the 7 month time period of August 1, 2014 and February 1, 2015:

- 1) The number of people who follow Victoria's Secret's "Big Fan" board on Pinterest will increase 20% to 61,668.
- 2) 750,000 NFL Collection print ads containing coupon booklets will be sent via direct mail to households with women in the target market as residences.
- 3) From the UPT (units per transaction) reports and the customer information given during checkout (which includes e-mail) we would send out a survey that would include questions such as age range, estimated income level, gender, and questions regarding the actual products such as preferring jerseys over hoodies etc... Once the survey is taken, the customer will be emailed a 20% off coupon. From all of the collected data we would like to see 25% of women within our target audience, which would show they indeed purchased something from our collection and are aware and active with the brand by filling out a survey for a coupon.

If these goals are met, the Victoria's Secret PINK NFL Collection campaign to moms ages 35-40 will be considered successful. Victoria's Secret PINK brand will have finally bridged a gap between their products and more mature women. They will do so through brand messaging and consumer sales promotions. Once these women see what Victoria's Secret PINK has to offer, hopefully they will return to the brand to meet other needs such as the beauty products.

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