

PROMOTION
PRINCIPLES
FALL 2021

Final
Integrated
Communication
Plan
Observed

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Old Navy

Old Navy is one of the largest apparel brands in the world and makes fashion affordable and accessible for everyone. Inclusivity, sustainability, and body positivity are the core values of Old Navy's business strategy. Founded in 1994, Old Navy is owned by GAP Inc. and has over 850 stores.

The Old Navy logo consists of the words "OLD NAVY" in a bold, white, sans-serif font, centered within a dark blue, horizontally-oriented oval shape.

OLD NAVY

Marketing Objective

BodEquality Campaign

For the BodEquality campaign, the marketing objectives would be:

- Redefining size inclusion
- Size-integrated shopping experience
- No price difference for extended sizes
- Offering wider range of sizes (0-30 and XS-4X)
- Encouraging body positivity no matter what size
- Affordable, stylish clothing in a wide range of sizes
- Online and In-store shopping experience

The competitors for this campaign that also promote body positivity and extended sizes would be:

- Aerie's #AerieReal campaign
- Walmart
- Target
- ModCloth



Target Audience



Full-Figured Fiona

Customer Segmentation:

- Female
- 18-35 yrs old
- \$15,000 or higher income
- Full or part time worker
- Lives in city or rural area
- Middle class
- **Interests:** Interest in affordable but stylish clothes in extended sizes. Doesn't want to sacrifice style for size exclusions.
- **Price Awareness:** Aware, looking for stores that offer extended sizes for affordable prices.
- **Benefits sought after:** Value for what they spent, feeling included and positive about their body.

Where are they in the CDJ?

Moment of Purchase



Inclusive Ivy

Customer Segmentation:

- Female
- 20-35 yrs old
- \$15,000 or higher income
- Full or part time worker
- Lives in city or rural area
- Middle class
- **Interests:** Interest in clothing that offers inclusiveness and is affordable. Values body positivity and stores with extended sizes.
- **Price Awareness:** Aware, looking for stores that offer inclusive sizes and promote body positivity.
- **Benefits sought after:** Feeling positive about the social responsibility of the company, confident in inclusiveness, and size-integrated options for everyone.

Where are they in the CDJ?

Active Evaluation

Paid, Owned, & Earned Tactics

Paid Media



Digital Billboard in Times Square



BodEquality Commercial

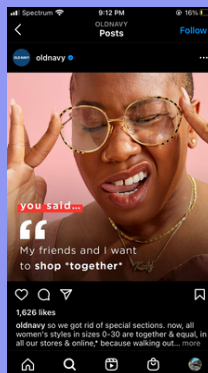


Print Ads

Owned Media



Old Navy Homepage



Old Navy Instagram



Packaging Ad



In-Store Ads

Earned Media



"Hauls" on TikTok



IG Post Promoting Campaign



Youtube Reviews

Measure the Impact of BodEquality

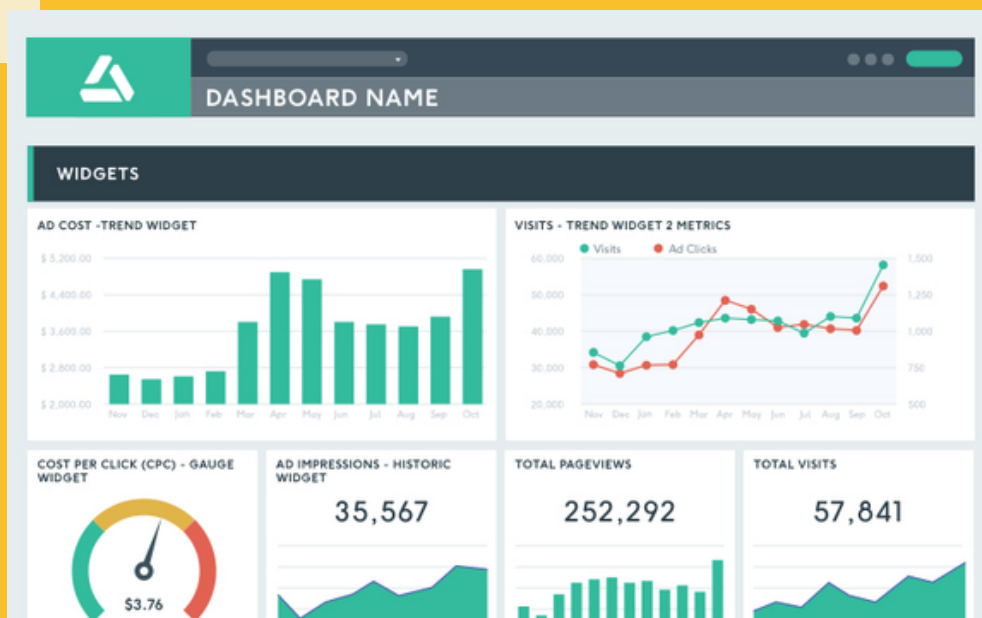
Marketing executives can measure the impact of the BodEquality campaign through KPI tools and SMART objectives.

Behavior measures include engagements, shares, and visits.

- Engagements include consumers reviewing the clothes.
- Shares can be measured by a goal for your paid media to reach, also a goal for earned media is important.
- Visits can be both online and an actual brick-and-mortar retail locations. Goals can be set for both foot traffic and sales associates on the floor.

KPI measurement tools can be utilized to measure the impact of the campaign as well. Campaign KPI's establish who is seeing the ad, and measure the reach, impressions, search, and clicks. It is important to pre-test and post-test measures to accurately measure the impact at the end of the campaign.

Google and Facebook Analytics, comScore, Acxiom, and Nielsen are tools that can be used to measure audiences across different platforms.



Conclusion



Old Navy's "BodEquality" is a good example of an integrated marketing campaign. The campaign was successful in creating a cohesive, clear message that is utilized on many different platforms. The message is used well and offers various types of paid, owned, and earned medias.

- Paid media including TV commercials, digital and static billboards, print ads, and sponsored social media posts.
- Owned media used a wide variety of social media platforms such as Instagram, Facebook, Old Navy's homepage, store packaging, and in-store and store front advertising.
- Earned media was mainly shares of the product through hashtags and tagging Old Navy's account on social media platforms such as Instagram, TikTok and Youtube.

The issues facing this campaign is the potential controversy surrounding the "body positivity" movement. This is a sensitive subject for some people and could cause those consumers to eliminate the store from the active evaluation step and decrease sales.

Some suggestions for changes to the campaign would be to modify the logo to make it easier to understand the message. The other suggestion would be to create more prompts for earned media to be used.

BodEquality Homepage:

<https://oldnavy.gap.com/browse/info.do?cid=1180206>