

TOPSHOP   
TOPMAN

PRESENTS

**THE GLOBES**

**BUSINESS IDEA**

**BY**

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# BUSINESS IDEA (REVISITED)

Our business idea, is a marketing focused campaign, that aims to increase footfall, which will lead to increased sales in-store. Our marketing campaign, is tailored for the Christmas season, for the period of December. It consists of 3 large snow globes, that will act as an external window installation, displaying Topshop and Topman product, brought together creatively through visual merchandising. Furthermore, the globes offer a unique 'Christmas offer' for customers to receive varied discount percentages and vouchers, to redeem in-store - a 'thank you' from Topshop and Topman as a brand. This will be available to receive through the function of the QR code system, that will be in place on the globes, with its easy step to step guide for customers to follow. Responding to client feedback, one main aspect of our business idea that has been altered is the location of our 2 external street globes. Originally

planned to be installed along Queen Street, as a pathway to the store. There were concerns behind the safety and cleanliness of the globes within this area, in addition to lack of space. It was fed-back for us to consider a more appropriate location which would provide a wider space as well as a larger clientele. As a result, the two new locations will be Cardiff Central Square and The Hayes. These are both very busy areas of the city, with constant passing trade as well as the continuous arrival of visitors coming in from the train station. Another concern brought to our attention was costings, in regards to our profit margin of outgoing costs in comparison to our revenue streams. Due to this it was decided that we would scale the campaign back, changing it from being a permanent fixture to an annual Christmas campaign.



Cardiff Central Square



The Hayes

## Discount & Prize's

- 10% OFF
- 20% OFF
- 25% OFF when you spend over £70
- £150 SHOPPING SPREE
- 30% OFF
- £5 GIFT VOUCHER
- £10 GIFT VOUCHER when you spend over £100

\*10% OFF - COMMON  
30% OFF - RARE  
£150 SPREE - TOP PRIZE (1 WINNER)

# COMMERCIAL VIABILITY



To prove the commercial viability of this business idea we have considered the factors it took to develop it, assessing how it would work efficiently, providing value and a benefit to the customer and also its futureproof factors. Our primary research at the beginning of this process has given us a strong base of information as to what the Cardiff Topshop/Topman consumer wants and needs are. This allowed us to target their issues and complaints and devise a marketing campaign that will reach these. There were two prime issues that the consumers felt were the reasons behind them not shopping in-store. These included the price of product and the lack of excitement during their in-store experience. This business concept has been tailored around these complaints as The Globes themselves provide customers with a visually appealing, exciting new form of street marketing while the QR Code system provides additional discount to spend at the Queen Street store.

This will be a seasonal marketing campaign, present during the month of December ready for the Christmas period. Due to this, the Globes will be filled with the new, on-trend festive product along with exciting, visual merchandising and props. As well as being

used as a visual display to showcase stock, the extravagance of the Globes in addition to the Christmas aspect of them encourages it to be memorable. Citizens of Cardiff and visitors could visit the Globes each year, giving it a deeper meaning and making it more than just a marketing campaign as it becomes an annual tradition or 'must see' display to visit. Although this is purely tailored towards Cardiff's Topshop/Topman store and will only include product available within store, the marketing concept as a whole is very versatile. The options are endless with this marketing campaign and although this is a Christmas campaign it will be possible for Topshop to take this idea and use it either as a permanent fixture all year round, or adapt it to be suitable for other times of the year, i.e. Valentine's Day, Easter or Summer.

It will be possible for this business idea to be suitable for most brands and locations. Varied brands and stores would be able to take this idea and adapt it to the content that they aim to market. Additionally, as the Globes won't be a permanent fixture, it will be possible for companies to transport them around the country, using them as a pop-up marketing scheme at any sort of event or festival.

# THE GIANT SNOW GLOBE COMPANY LTD



The Giant Snow Globe Company Ltd, based in South East London is where we plan on renting the Globes that will be used within this marketing concept. The snow globes available are fully inflatable therefore will have a strong structure and strength to them while also being portable. They are also built to stand independently therefore no stage, stand or platform is required. This company was perfect to collaborate as they cater for all sorts of events, be it single use hire or on a long term contract. The Globes on offer are able to suit a range of different marketing events, including bespoke globes, automobile display globes to cash grabbers. There is a combination of sizes, shapes and styles available whilst the interactive element also varies as it is possible to rent ones where the snow moves and falls from above or lights up.



# VISUAL MERCHANDISING

Visual Merchandising is an important aspect within the business idea, as it is a marketing campaign, the globes forefront goal is to promote Topshop and Topman as a brand, with the ultimate objective to increase footfall within the Cardiff store. The globes act as an external window display, an addition to their store front display positioned on Queen Street, the installations will be placed in other popular area's around the city centre, one on the Hayes, and one in the Central Station Square. The benefits of these external display globes being located at these areas, will hopefully draw in custom, from a new demographic and market, that may not necessarily ever shop along the Queen Street area, or are aware of what shops are in that area or what product they offer.

To draw attention, attract a crowd and stop passing trade, the globes must be visually appealing. Product being the most important element, but with the considerations of other important supporting materials, such as props, fixtures and decorations, lighting and floor planning etc. With this Christmas, seasonal campaign, it was vital that the concept and theme of each globe represented this and met the brief. With this Christmas being the launch of 'The Globes', and if successful, pushing the campaign forward to an annual tradition every December, the visual merchandising opportunities are endless. Here are some plans and mock-ups of this year's launch of 'The Globes', showcasing the design, themes and types of product that would be displayed.

## THEME - 'GIFTING'



*Here is one of the external globes, providing a visual example of its design and aesthetics. This globes overall theme was 'Gifting'. Providing gift idea's and inspiration, and promoting product from Topshop and Topman, as the 'perfect' gift this Christmas for yourself or your loved one.*



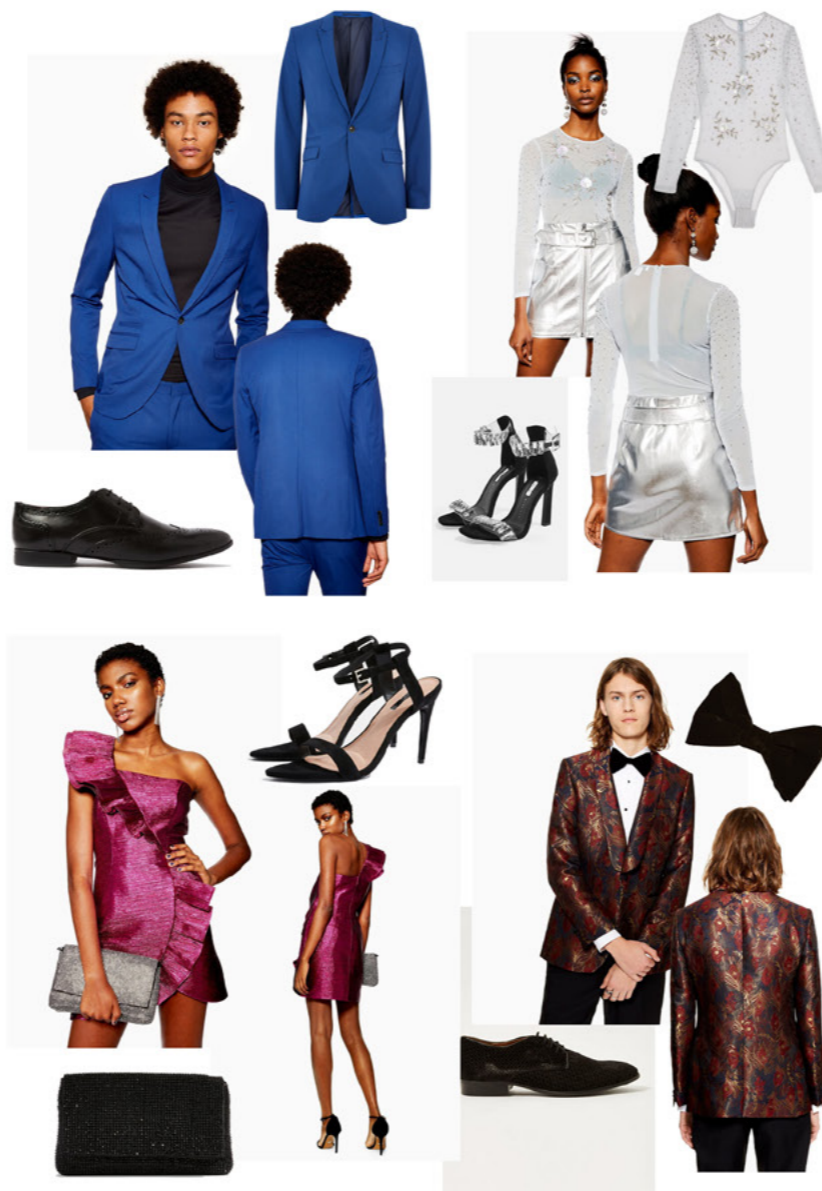
Above are some further, more detailed aspects of the visual merchandising. With products, such as handbags and jewellery hanging from the rustic, minimal style replica of a christmas tree, alongside decorative style baubles, and hanging led bulbs that will provide light and create atmosphere and dimension.

Various sized gift packaging and boxes will be laid down, and stacked around the tree, used decoratively or as props to display product like shown above. The colour scheme is connected with tradition seasonal colours, such as gold, red, silver and black. Product will reflect a wide range of age groups and suit various preferences.



**THEME - 'CHRISTMAS PARTY'**

Showcasing Topshop and Topman's party edit this season, Above is an example of the second globes design and theme. Whether its a works christmas party, a family party or a night out on the town, for new years, Topshop and Topman can provide the perfect outfit for you. There will be 2 male, and 2 female mannequins, with options throughout the time period to change outfits and styling. But on the right of the globe above, are some example styled outfits, i have selected from this season, that i feel presents the theme. Props and fixtures include a large disco ball, and coloured dance floor, with confetti window stickers.











The third globe, and finale, will be located within the Topshop/Topman store, on the 1st floor balcony, the area currently situated at where Miss Selfridge lies, over looking the store front and Queen Street. Miss selfridge would be temporarily be pushed back into the spcacious floor near the 1st floor checkouts. This globe is larger than the other 2, and is more interactive. It contains not product, and is more of a fun, photo style opportunity, for customers to enjoy and 'walkthrough'. The globe will blow snow around in-side mimicking real snow fall, with a walkway through the middle, that customers can enter. It links with the young 'Instagram Trend', and 'Selfie Trend', It can be viewed from outside Topshop and Topman on Queen Street, and from entering the store front. The images below show examples of this specific specialty globe, from when 'LEGO' collaborated with the company.



These two example images i have included of window displays, is to demonstrate the effect that the mirrors are trying to portray, with a view from every angle, creating a 3D element.



<p><b>Key Partners</b> </p> <ul style="list-style-type: none"> <li>• Topshop/Topman</li> <li>• Cardiff Council (Globe positioning, &amp; licensing) <ul style="list-style-type: none"> <li>• Potential future collaborations</li> </ul> </li> <li>• The Giant Snow Globe Ltd</li> </ul>	<p><b>Key Activities</b> </p> <ul style="list-style-type: none"> <li>• Constant On-trend, New Product &amp; Merchandising <ul style="list-style-type: none"> <li>• Fully functioning, easy navigable QR Code system</li> </ul> </li> <li>• Maintenance &amp; Standards</li> <li>• Promotional marketing material</li> </ul>	<p><b>Value Proposition</b> </p> <p>An external installation Christmas themed, window display, in the form of 'Snow globes'. Offering a new way to market and promote the brand and its product, offering the customer both an exciting and unique, visual and interactive experience, with a discount and prize initiative involved.</p>	<p><b>Customer Relationships</b> </p> <ul style="list-style-type: none"> <li>• Automated</li> <li>• Acquisitive</li> <li>• Customised</li> <li>• Incentive</li> <li>• Loyalty</li> </ul>	<p><b>Customer Segments</b> </p> <ul style="list-style-type: none"> <li>• Topshop Demographic (14-50+) <ul style="list-style-type: none"> <li>• Students</li> </ul> </li> <li>• Gen Z &amp; Millennials <ul style="list-style-type: none"> <li>• Tourists</li> </ul> </li> <li>• Passing Trade</li> </ul>
<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>• 'Globes' - Rent</li> <li>• Props &amp; Fixtures</li> <li>• Rent/Street License <ul style="list-style-type: none"> <li>• Maintenance</li> <li>• Alarm System</li> <li>• Set-up Costs</li> </ul> </li> <li>• Product Costing (extra stock) – needed for displays</li> </ul>	<p><b>Key Resources</b> </p> <ul style="list-style-type: none"> <li>• QR code system <ul style="list-style-type: none"> <li>• Product</li> </ul> </li> <li>• Props &amp; Fixtures</li> <li>• 'Globe Rental' <ul style="list-style-type: none"> <li>• VM Staff</li> </ul> </li> <li>• Marketing &amp; Promotional materials</li> </ul>		<p><b>Channels</b> </p> <ul style="list-style-type: none"> <li>• Guerilla Marketing <ul style="list-style-type: none"> <li>• Email</li> <li>• Social Media</li> </ul> </li> <li>• Globes Themselves, as a large-scale marketing campaign</li> </ul>	
	<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>• 'Globes' - Rent</li> <li>• Props &amp; Fixtures</li> <li>• Rent/Street License <ul style="list-style-type: none"> <li>• Maintenance</li> <li>• Alarm System</li> <li>• Set-up Costs</li> </ul> </li> <li>• Product Costing (extra stock) – needed for displays</li> </ul>	<p><b>Revenue Streams</b> </p> <ul style="list-style-type: none"> <li>• Advertisement Revenue</li> <li>• Future Collaborations Revenue</li> <li>• Sales Revenue In-store <ul style="list-style-type: none"> <li>• Discount Initiative</li> </ul> </li> </ul>		

# BMC EXTENDED

## Key Partners

To increase the strength and longevity of this business we will need to be in communication with certain suppliers and partners that can help provide a successful operation. It will be essential to communicate with Cardiff Council in order to organise a street license for the presence of the Globes, in addition to arranging a suitable and safe position for them. Another key partner within this business concept will be the rental company, The Giant Snow Globe Ltd, from which we will receive the Globes. As this will be a seasonal marketing campaign, therefore only present throughout the December month, renting out the Globes will be a more cost effective and efficient way to produce the displays. Taking into consideration the future of this business idea, another key partner will be the potential collaborations that will occur. Collaborations can potentially include fashion designers, collections or local artists. This will allow them to showcase their product as well increase interest and overall attention to the Globes and Topshop/Topman.

## Key Activities

Our key activities throughout this operation will need to run smoothly in order for the business to be successful. The displays will showcase the constant refresh of new, on-trend product and merchandise. As this business idea is based around the Christmas holiday all product and overall theme of the Globes will be suitable for the festive period. Maintenance will need to be prioritised as it is important that all three globes are of a high standard, internally and externally. Cleanliness, organisation and position of product will need to be executed effectively in order to make a positive impact on viewers. An integral aspect to this business concept is its interactive element. This will be in the form of a QR Code which will need to be a fully functioning system that can be easily navigated for each customer. Customers will scan the QR Code via their mobile in order to receive their discount. This will then redirect them to a very brief form to provide their contact details. Through receiving these customer details it will then be possible to contact each customer and keep them updated on all promotional marketing revolved around the Globes. Each customer will need to visit and scan the QR code on either the Cardiff Central Square Globe or The Hayes Globe, they will then redeem their discount or prize by finally scanning the in-store Globe.

## Key Resources

As this is a seasonal, non-permanent fixture the Globes themselves will be rentals. It is vital that these are of a high standard and suitably sized as they will need to withhold a range of product and merchandise. The product on display is an integral part of this concept as it is the product and the presence of the Topshop/Topman store that the business aims to expose and promote. The props and fixtures within the Globes will be another key resource as this will help elevate the product further and make a larger impact on customers and any passing trade. Each fixture and item of visual merchandise will be suitably made for the theme of that Globe at that time. Knowledgeable staff will be another key resource as it will be important for them to assemble all products correctly and ensure that the correct product is placed within the correct globe.

## Value Proposition

*“An external installation Christmas themed, window display, in the form of ‘Snow globes’. Offering a new way to market and promote the brand and its product, offering the customer both an exciting and unique, visual and interactive experience, with a discount and prize initiative involved.”*

The value being delivered to the customer is experiential and cost effective, visiting and interacting with the globes provides the customer with a more involved, marketing experience, than just purchasing a product alone. The added discount element of the globe will provide the customer with a feeling of satisfaction and value for money. From consumer feedback and looking for solutions to solve the customer's problems, we targeting their two main issues and concerns. These being a boring, uninteresting shopping experience, and feeling products were overpriced. This marketing concept aims to solve those problems, as it offers them both an exciting experience whilst receiving exclusive in-store discount. This business idea targets all demographics, including current Topshop/Topman consumers and potential new custom.

## Customer Relationships

The customer relationships that will be put in place will have a big influence on the overall experience. These relationship segments will range from being technological, acquisitive and loyal. These relationships will be established through the different channels that have been chosen to communicate to our customer. Different aspects to this marketing concept play a part towards the different customer relationships. The varied ways in which the Globes will be designed, the content and product they will contain, along with the range of discount abilities will contribute towards the acquisitive aspect of the customer relationship. Each aspect of the three Globes will be different; therefore customers will have an element of surprise and excitement as they view them. There is a strong technological side to this campaign as customers must take responsibility and use the QR Code system that has been put in place in order to receive their discount. Additionally, customers will mainly be contacted through forms of technology as our prime channels include, social media and email. Loyalty will also play a large part within the customer relationships. It will be important to maintain the excitement and interest behind this marketing concept in order to keep customers returning to visit the Globes each year.



### **Customer Segments**

Topshop and Topman's target customer demographic is 14-50, and it is vital that the business idea is suited, and meets the needs of this already Topshop loyal customer. There is no interference or changes, with any existing Topshop schemes, that may not be liked by the loyal customer, the concept is new, and innovative in the hope to appeal to both loyal and new customers. The Topshop 'Globes' are age appropriate and will satisfy all generations within this age bracket. Cardiff has a mass population of students, living in and amongst the boundaries of the inner-city shopping areas. A majority proportion of the Cardiff's store's consumers are students, which is an important consideration when developing the business idea and marketing strategies and promotions. These students are often cost-conscious, whilst still looking for fashionable on-trend product, fast affordable fashion is what they look for, which Topshop aims to provide, and with the discount and prize initiative the 'Globe' concept delivers, this will hopefully increase student sales. As well as students, the younger generation (Gen Z's and Millennials), consider social media important to them, The Topshop 'Globes' will be set to become the new 'instagrammable' hotspot within the city centre, trending via social media, sparking interest, and creating value within the tech-savvy demographic.

With the locations of the two external globes, one on the Hayes, and one in the Central Station Square, it is specifically targeted to attract passing trade, and tourists. With Cardiff Central being the busiest station within Wales (Welsh Government, 2018), it is an ideal location to grasp the attention of daily commuters, Christmas shoppers, and tourists. With the Hayes known for its cleaner, environmentally friendlier atmosphere, in comparison to Queen Street, the Topshop 'Globe' will hope to direct custom from the Hayes, to Queen Street, with offering the value of reward. Furthermore, with the visual merchandising, and product placement, capturing the eye of a passing consumer, there is also a focus of gaining a new audience, bringing new customers into store, and during the Christmas period many more tourists flock to the near-by Christmas stalls. Many aspects of the business idea create value for all our customer segments.

### **Channels**

Topshop and Topman's customer demographic consider social media to be an integral part of their daily lives, and Topshop have already established a strong online presence, through various social media platforms, a key channel to connect and communicate with their customers. Social media will be an important part of the marketing strategy, to create hype, and excitement pre-and post installation of the 'Globes'. Instagram is the most effective platform to reach the target demographic, and will consist of a series of teasers, to entice those online to visit the 'Globes' and in-store. Social media is a cost-efficient channel, whilst being most effective to the business idea. Other social media platforms, connected to the Topshop/Topman Cardiff store, will also be taken over, to promote the Topshop 'Globes', such as Facebook, Snapchat and Twitter.

The email is the connecting point, between the customer and receiving their discount/prize, by scanning the QR code, you will be redirected to a webpage, where you will enter your name and email. By providing the customers email address, they will be automatically subscribed to newsletters and promotional offers and information from Topshop/Topman. Email is cost-effective, and is often a widely-used service and platform of communication, of all demographics, and is required for most applications and services in today's society. The customer segments will be reached through the business idea itself, as a marketing focused concept, being located on the high street and train station area, these will perform as a channel itself to reach the targeted consumer. Interest in the visually merchandised globes, will aim to increase footfall into store.

### **Cost Structure**

The outgoing costs that will need to be considered are the potential charge from Cardiff Council for the street license. Central Square and The Hayes are both designated streets that will require a street license, therefore it will be essential for a fee to be arranged in order to place The Globes at these locations without causing any risk or obstruction to the public, nearby buildings or traffic. There will be a cost for all three Globes as they will be rentals and this will be arranged through the company, The Giant Snow Globe Ltd. Due to this being a Christmas-based marketing concept the Globes will only need to be rented out for the duration of the December month. Consideration towards the cost of extra product, props and fixtures as these will be used to fill and decorate the Globes. On-trend products and seasonal collections will be displayed on mannequins and stands in order to showcase the stock on offer in-store. There will be extra expense due to the seasonally themed visual merchandising fixtures and fittings that will be placed alongside the product. Ensuring the appearance and cleanliness of the displays is of a high standard throughout the duration of them being present is vital; therefore a maintenance fee will also need to be considered. Additionally, as the Globes will be placed outdoors, available to view 24 hours a day, an alarm system will need to be put in place as a safety measure should any vandalism, damage or obstruction to the Globes occur.

### **Revenue Streams**

As the business idea is a Christmas marketing campaign, in terms of revenue streams, and calculating profit and income, it is difficult to present figures at this stage of planning. Although the marketing idea, and overall concept, of Topshop and Topman gifting their customers, this festive season, supplying them with a discount and prize, aims to entice customers into store (drive footfall) but ultimately increase sales. If customers are provided with the discount/prize incentive, they will feel they are getting more value for their money, they would be willing to buy more, and evidently spend more, therefore producing revenue through sales (Sales and footfall focused business plan). Another revenue stream, would be advertisement, the globe rental company, would knock off a percentage of the cost to rent the globes, for some advertisement coverage. In the hopes of this marketing campaign being a success, and becoming an annual tradition, every Christmas season, or transferring into other annual holidays, future collaborations are possible, and would be an additional source of various aspects, from new custom, advertisement, promotion and revenue.

	A	B	C	D
1	<u>Profit per item = Sales price - Cost price</u>			
2	<u>Profit Margin (%) = Profit per item/Sales price x 100</u>			
3				
4		<u>Quantity</u>	<u>Month 1</u>	
5			(1st - 31st) December	
6			£	
7	<u>Expenditure</u>			
8	Location Rent	x 2 Globes	(21.00 x 2)	42.00
9	Snow Globe Rental	x 3 Globes	(300.00 x 3)	900.00
10	Alarm System	x 2 Globes	(189.99 x 2)	379.98
11	Social Media Advertising	Instagram & Facebook	(100.00 x 2)	200.00
12	<b>Props &amp; Fixtures</b>			
13	Disco Ball	x 1		18.99
14	Mirrors	x 7	(5.00 x 7)	35.00
15	Mannequins	x 4	(£80.00 x 2)	160.00
16	Box of Baubles	x 1		8.99
17	Lights	x 2	(17.99 x 2)	35.98
18	Topshop/Topman Adhesive Vinyls	x 12	(2.76 X 12)	33.12
19	QR Code Vinyls	x 6	(1.92 X 6)	11.76
20	Christmas Wrapping Paper Rolls	x 8		8
21	Bows	x 2 packs (16 per pack)	(2.89 x 2)	5.78
22	Ribbon	x 2 (6 per pack)	(3.99 x 2)	7.89
23				

# MARKETING & PROMOTION



## ATTENTION

To raise awareness of this business concept there will be a strong focus on marketing material both in-store and online. Promotional materials will be subtle and act as inquisitive teasers in order to raise interest and encourage people to visit the Globes once they are revealed at the beginning of December. The marketing campaign will begin two weeks prior to the launch of the Globes and this will include a combination of in-store graphics along with Instagram, Facebook and Twitter statements and imagery.

## INTEREST

It is through using Topman/Topshop's current social media platforms in order to promote the arrival of this marketing campaign that we will gain the public's interest. The content within the promotional material and online posts will include intriguing sketches/mock ups of the Globes, acting as teasers of what will be arriving. Additionally the use of rhetoric questions and exciting language will help build suspense and intrigue, all contributing to the interest behind the business concept. Using our social awareness of the Topman/Topshop consumer and targeting both social media and in-store in order to promote the Globes will cover all areas, allowing it to reach a wide consumer base and increase consumer awareness. Once people become aware of the Globes, it will be just as important to maintain the interest behind them and creating a strong, loyal relationship between the campaign the public. Using Cardiff as a prototype opportunity before expanding will make it possible to take on annual business opportunities, such as collaborations and varied seasonal themes/product, and use these to create varied displays each year, increasing interest behind the Globes each year.

## DESIRE

In order to make this marketing concept desirable, the public are able to redeem their exclusive discount and offers in store after scanning their devices with the QR codes that are placed on the Globes. Customers will need to visit the Globes in order to do this, giving them an added beneficial reason to view them. Interacting with customers through email and posts on social media will contribute to the personal element of the campaign and will resort in a positive feeling towards it. Creating a visually exciting seasonal campaign will act as a positive attribute towards building desirability as it will become an annual visiting experience for both visitors and residents of Cardiff, yet with a subconscious marketing tactic to it as it will be promoting the Topman/Topshop Queen Street store.

## ACTION

Clear information about the Globes will be posted online, through email, the Topman/Topshop website and all of their social media platforms as well as in-store and around Cardiff City, through the use of street/guerrilla marketing in order to engage with as many individuals as possible. Using informal language during communication with customers will help strengthen the relationship between the campaign and the customer, while immediate responses to any queries or questions made online by customers will help provide positive personal interaction.

The ultimate goal behind this marketing campaign will be to encourage footfall into the Topshop/Topman Queen Street store. These displays will be an effective form of attracting attention to the store and building hype and buzz around it. Customers will feel a close connection to the brand as they are able to get involved with the campaign by scanning the Globes with their QR Code in order to receive varied discounts or prizes, this will then act as an incentive for the public to visit the store. Customers will need to redeem their discount points at the checkout as they pay for their items. Discounts will vary, ranging from; 10% off to 30% off when you spend over a certain amount, etc. This variation will attract customers as they will be unaware of how much they can receive in return. As a whole, it is the displays that grab the attention of the customer and it is the discount that will get the customer through the door in order to spend money in-store.

The location of this marketing concept will take place at Cardiff Central Square, The Hayes and at the Topshop/Topman Queen Street store. One of the Globe displays will be placed opposite Cardiff Central train station as it is a new, developing area with plenty of space. This is constantly a bustling area within the city making it easy to grasp the public's attention immediately as they either enter or depart Cardiff. In order to develop a connection from the station to the Queen Street store, another Globe will be placed along The Hayes. Not only will this reach a wider audience as it is located within another very busy area of the city, but it also acts as another opportunity for customers to scan their QR Code. It will be imperative for customers to scan their QR Codes at either the Central Square Globe or the Globe placed along The Hayes in order to receive their discount code in-store. This business concept has been pivoted to fit and be suitable for both Cardiff and the Cardiff consumer, and it is because of this that we have chosen two of the busiest areas of the city to showcase our displays. The final and penultimate Globe will be placed on the second floor of the Topshop/Topman store. The final Globe has been placed here as the sole purpose of this campaign is to encourage footfall into store. As customer will be in-store in order to visit the final Globe and redeem their discount points, they will feel compelled to spend time in-store and make purchases.

The process of this marketing campaign will not only be categorised into the delivery of a product or service, it will be an extended, rounded experience. Customers will be able to invest in the experience, starting from their visit to the Globes around Cardiff to the one placed in-store, all the way through to them receiving their discount code and making purchases. It is vital that every aspect of this marketing concept is user-friendly for customers, making it easy for them to use and benefit from. Online communication on social media or through email will be consistent, keeping customers informed and updated, the QR Code system will also aim to work very efficiently so customers can access their code quickly. Consumers will first come into contact with this business idea either through varied social media posts made by Topshop/Topman or through the Globes physical form in Cardiff City. It will be vital to provide a good first impression as this is where the process begins, ensuring that the experience runs smoothly will contribute to their positive encounter with the concept and this will then feed into them having a positive attitude towards Topshop/Topman, increasing their in-store visits.

This is a highly visual, external marketing display which will be in the form of a Snow globe. The overall goal behind this business idea is to drive footfall into the Queen Street store and this marketing concept will be used in order to achieve this. Through conducting primary research and discovering what the current needs and wants are for the Topshop/Topman consumer, we have targeted these areas and used this concept in order to provide a service that will be of value to the customer. The Globe displays will be multi-useful as they will be an exciting concept to visit throughout the Christmas period, while also being a good platform to advertise new, on-trend product. In order to provide consumers with more than just a visually appealing display, the Globes will be interactive in order for the customer to feel connected and included. The QR Code system in place will be beneficial for the customer as they will receive varied amounts of discount or prizes as they go in-store to visit the final Globe placed on the second floor.



Marketing communication will range from in-store promotional materials, including visual posters, online posts and statements uploaded to all social media platforms, emails sent directly to customers, and lastly, a varied form of street/guerrilla marketing around Cardiff City. All promotional material will include exciting imagery of what is to come, showcasing mock up designs of the Snow Globe displays to help customers gather a clear idea of what to expect, while informative sections an exciting use of language along with rhetorical questions will help build interest and intrigue. Each one of these marketing tools will give customers a clear understanding of the campaign and how they can get involved with it. The QR Code aspect will be easily explained through all marketing communication. This will act as an incentive to get involved with the Globe and receive discount. As this is a seasonal campaign tailored for the Christmas holiday it will be possible to use that as an added bonus, promoting it as a 'must see' Cardiff City experience.

This business idea brings together both a physical product and a service. The Globes themselves are of physical form, giving customers the chance to physically touch and take photos of. They will be a highly visual aspect of the campaign, showcasing a combination of Topshop/Topman garments and product, along with eye catching visual merchandise including props and fixtures on a large scale, all centred around the Christmas season. The service provided will consist around the QR Code system. Customer will be able to connect with the brand as they can visit the Globes with a purpose. Once customers have scanned their QR Code, visited the final Globe which will be placed in-store and received their discount, they will then be able to receive their discount at the checkout during payment. Two weeks prior to the Globes being installed, customers will receive emails and exciting updates which will act as teasers to build tension and suspense of the arrival of the displays. These will be in a range of 'physical forms', from email, social media posts and imagery along with PDF attachments.

This is a people-based marketing concept aiming to connect the consumer with the Topshop/Topman brand. Through conducting primary research and completing an online survey, it was quickly apparent that it is due to the in-store shopping experience being dull and boring that consumers were choosing to shop online as opposed to in-store. Through using these results we devised a new and exciting marketing concept, not yet seen in Cardiff, which would build interest around the Queen Street store and give customers an incentive to shop there. Using the brands target demographic as a guideline we were able to create a concept that would aim to benefit all. Its seasonal presence will attract people of all ages as the displays will showcase product in a thrilling way, while the QR Code discount incentive will target the student demographic which takes up a large part percentage of the Topshop/Topman consumer.

# SOCIAL MEDIA

Social media plays a huge role within this business idea, as the dominant channel and platform to market and promote 'The Globes' campaign. From analysing the current market situation, and the target demographic, social media will reach the desired audience, through various platforms and by various mediums in an effective way. A strong strategy and organised planning, beforehand and throughout will maximise the success rate, achieved through a social media calendar, curated to detail the best possible times to post, to gain most reach (peak hours), and through strong visuals and descriptors. Although the 'Globe' Campaign will be highly saturated on social media, for promotion and marketing purposes, an important aspect of the business model, is to not give too much away, keeping the location and design of the 'Globes' low key, an activity for the audience to participate in, building up excitement and anticipation,

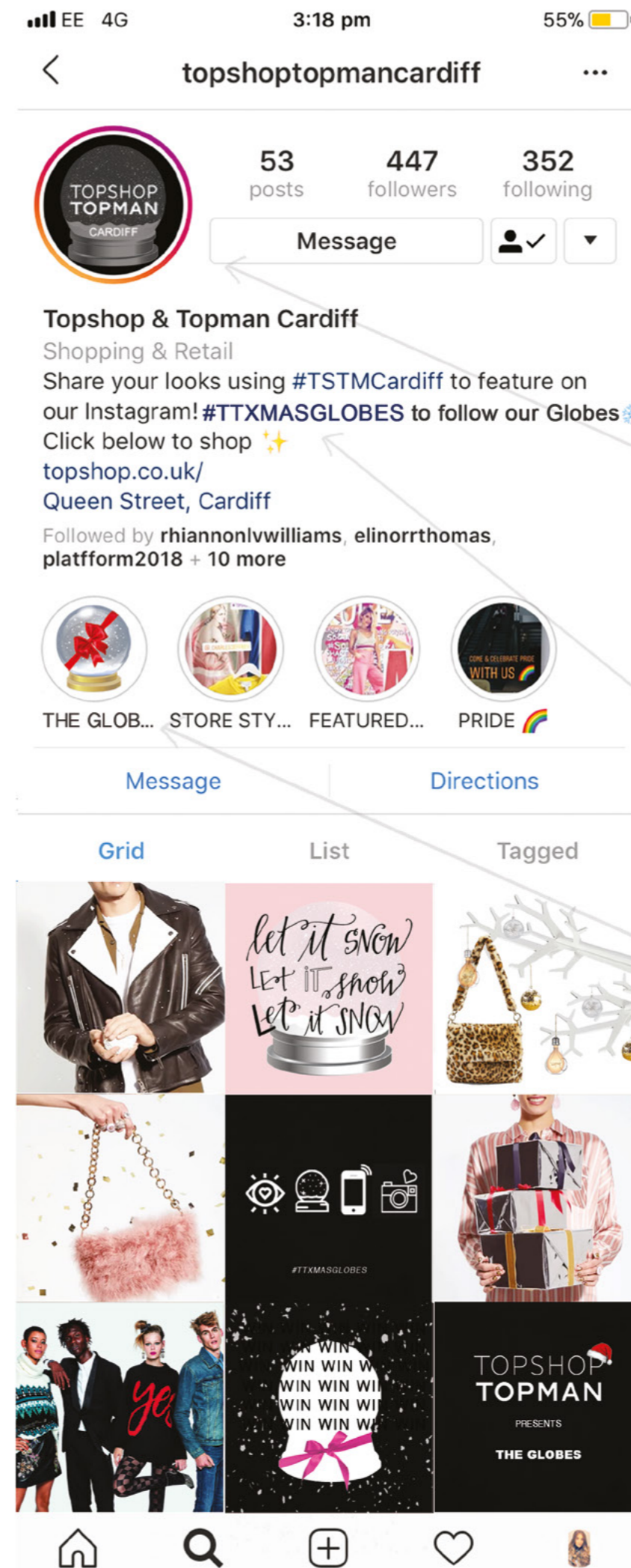
for them to adventure out and discover themselves. The social media content will co-inside fully with this aspect, mostly only teasing the audience. It is inevitable that the location and design of the globes will be made public in due time, through audience communication, the hashtag, and circulation of images, which is the objective. Effective time planning will be critical, with the launch of 'The Globes' on the 1st December, for enough coverage to build momentum pre-launch, but not too far ahead that the hype will fade, 20th November would provide a constructive timescale to promote the launch. Online engagement of the 'Globes' throughout December will be high, pushing forward the discount and prize initiative just in time for Christmas, whether gifting ones-self, or others, as a gift from Topshop/Topman.



The social media platforms being used to reach the audience, will be Instagram, Facebook and Snapchat, these three platforms hold the target demographic, in terms of active users, and hold capable methods of marketing and promotion, from imagery, video, and effective communication as well as options of sharing content between users, building a story, or going live to users. There will be further discussion of these platforms individually, within the following specialised sections.

## #TTXMASGLOBES

A hashtag is a great feature for users to follow, to stay up-to-date and get involved. All content put out for the 'Globe' campaign will use this hashtag, therefore for anyone who clicks and search's the #TTXMASGLOBES hashtag will have all information at hand in one place. The hashtag will also give the audience/users a chance to get involved, by using the hashtag for discussion, or to share their images and 'selfies', to be seen by others on social media, or for a chance to be featured on the Topshop/Topman Cardiff Instagram page, and other various platforms.



# Instagram

(Mobile App Version)

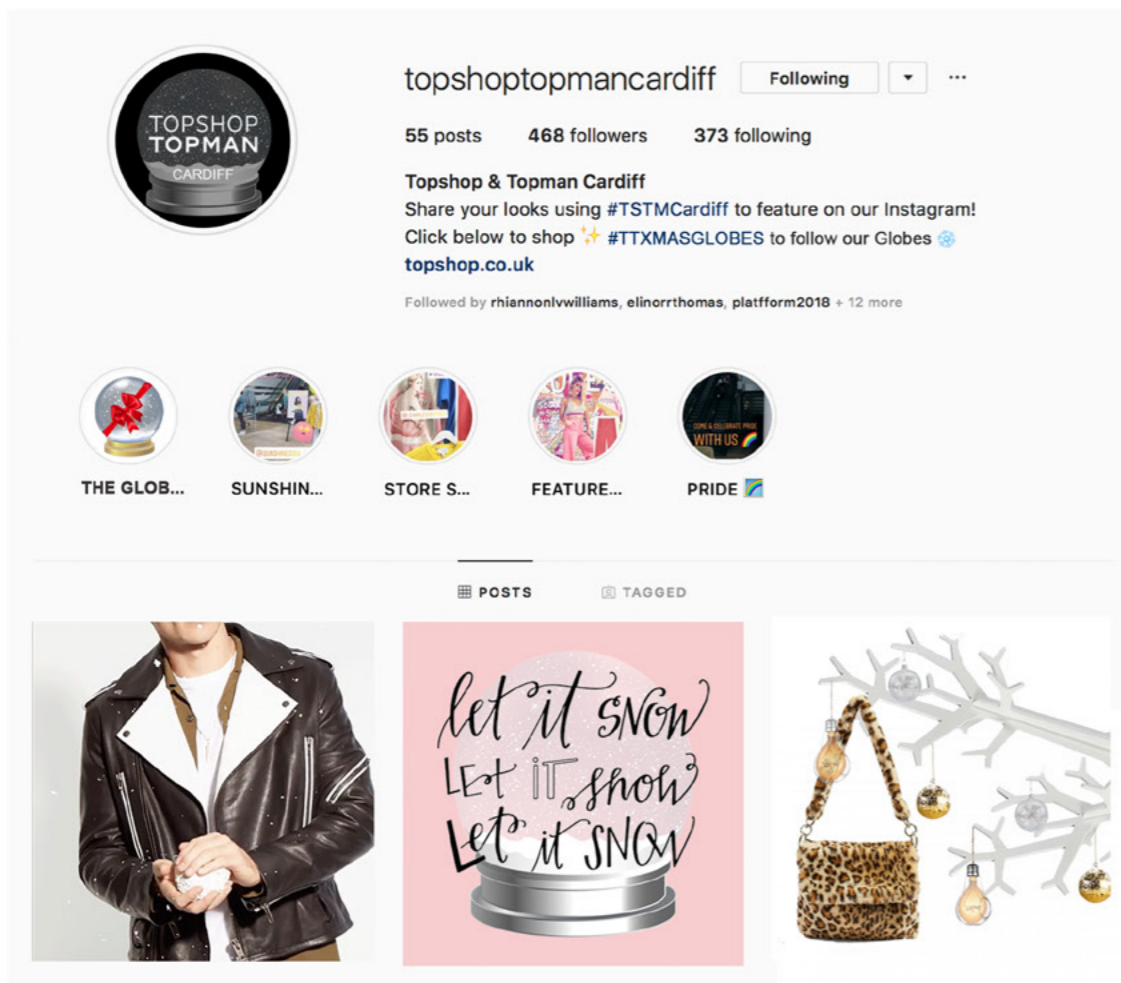
The original, verified, @topshoptopmancardiff Instagram account will be used, as it is already established and has a considerable amount of followers. Here is a mock-up of an example design of the Instagram page with the 'Globe' campaign running.

Added a small visual, behind the original profile picture, of the logo within a snowglobe, to link with the current christmas theme and campaign. Small but effective, and it is important that minor details are not overlooked.

A bio has a limited amount of characters, but it was important for the 'globe' campaign to feature within this section, as it provides vital information, and is often a go-to first point of call when someone visits a new users/brands page. It provides a direct link to the hashtag, so it is easy to follow.

'Instagram stories', a relatively new feature, similiar to the offering of Snapchat. A section to provide any further information, or teasers, can also be used to tell a story/event to a viewer in one click.

It is important not to overwhelm the audience, or navigate to much off-course to what content is typically posted by Topshop/Topman Cardiff, by means to what they already like to engage with. Generic posts will still be posted on social media, not just orientating around the 'Globes', such as, Christmas gifting idea's, New-in, popular stock and styling, outfit tips and inspiration for the upcoming party season. But will hopefully all lead back to the discount/prize initiative the 'Globes' offer.



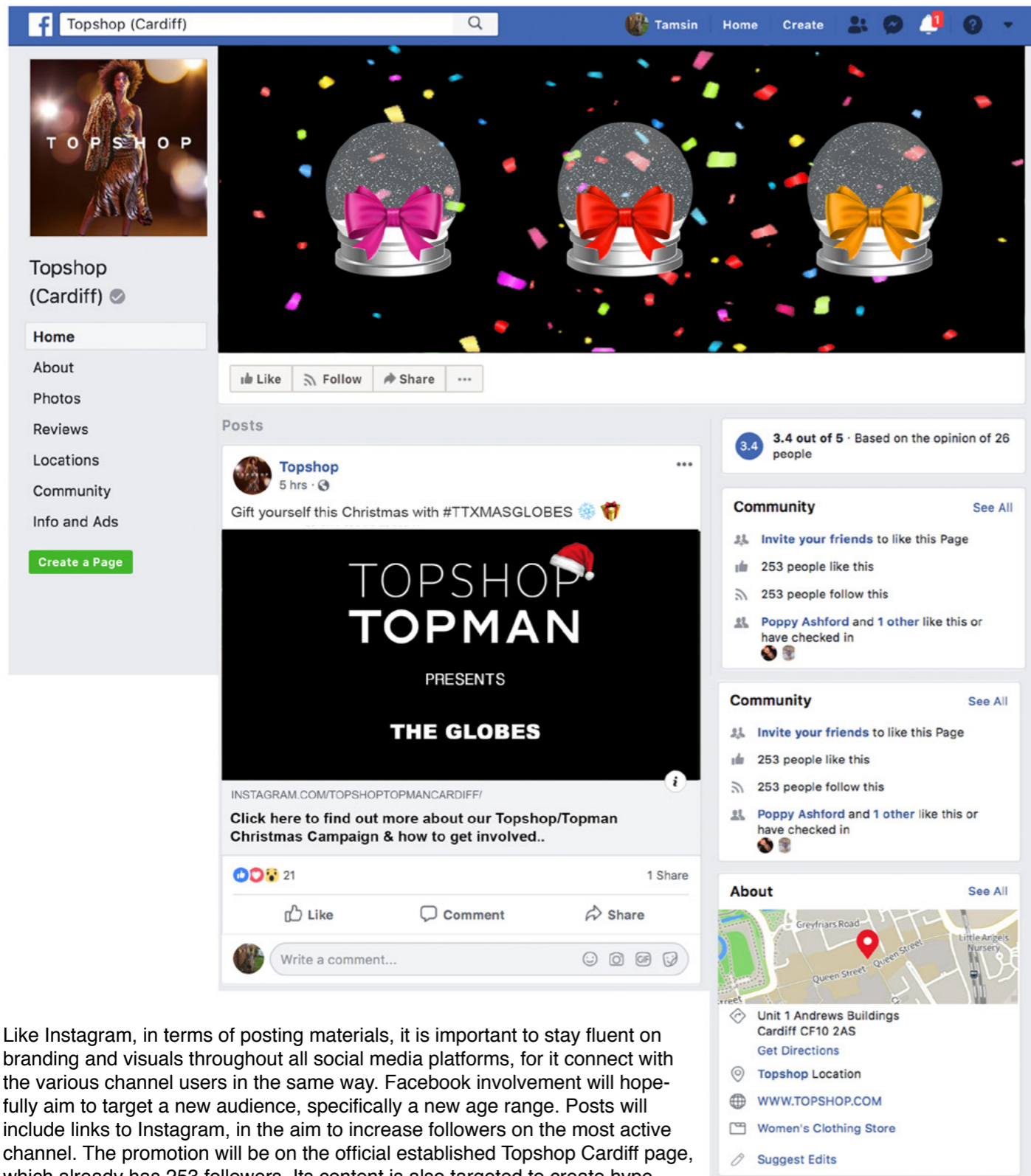
(Desktop Version)



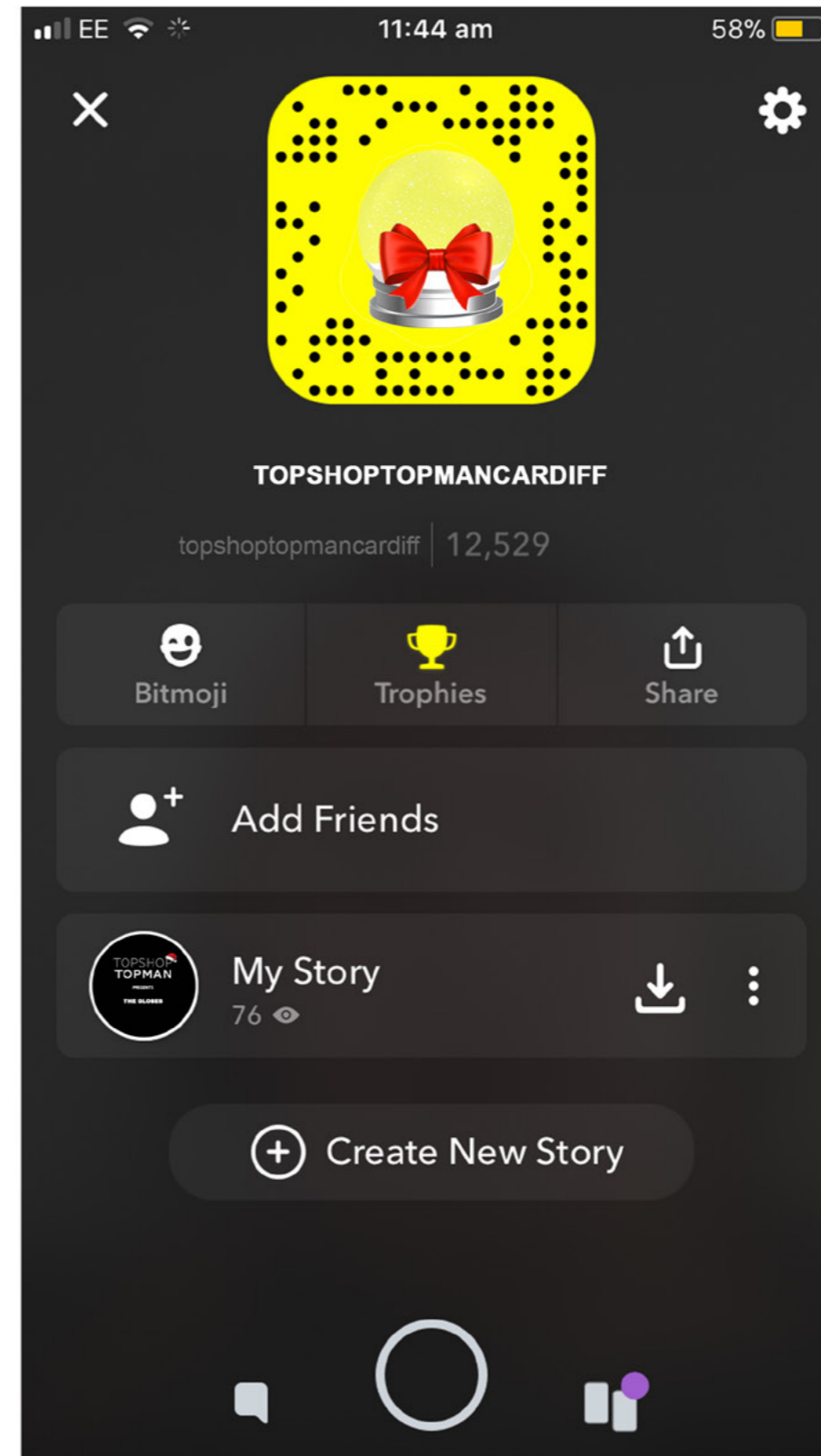
The visuals and promotional social media materials, are simplistic and stripped back, with it being a joint campaign of both Topshop and Topman, it was important to stay on-brand throughout, and suit all genders, ages and preferences. The communication and delivering of messages and information and overall tone is very informal, and inviting. With its low-key concept, it is important not to give too much away at first with images minimal, hoping to leave the audience curious and wanting more, although as the days of Christmas go on, more teaser images will be posted, leading up-to the unveiling of Topshop's/Topman's favourite Globe 'selfie'. Captions need to be catchy and engaging in a short summary. The aim is to remind the audience of the main attributes of the campaign, and to entice them to go from social media to the streets, to follow the journey of the 'Globes' this Christmas. Attached beside, are four mock-up examples of Instagram posts on the Topshop/Topman Cardiff page.

# facebook

# snapchat



Like Instagram, in terms of posting materials, it is important to stay fluent on branding and visuals throughout all social media platforms, for it connect with the various channel users in the same way. Facebook involvement will hopefully aim to target a new audience, specifically a new age range. Posts will include links to Instagram, in the aim to increase followers on the most active channel. The promotion will be on the official established Topshop Cardiff page, which already has 253 followers. Its content is also targeted to create hype and excitement, through teasers and snippets, leaving the user wanting more. Utilising the 'Share' feature on Facebook will be beneficial, possibly launching a competition, involving users to share the post for gain. The #TTXMASGLOBES hashtag will remain the same.



Topshop/Topman Cardiff currently do not have a Snapchat account, but it is a current popular platform, specifically with the youth generation, and content-wise, is great for quick video, with editing features, that can reach the audience in quick-time. It will be a great service to provide, teaser videos, with its various features, including how long the post stays live (24hours) and how long the post can be viewed for. The story feature can be interpreted in however way, creating a scene, showcasing an event, or quickly conveying information to its user. With this platform being newly published, it will be advertised on other platforms, such as Instagram and facebook. This social media platform would be great to post exclusive content, separate from other platforms, a behind the scene viewpoint.

# QR CODE & FUNCTIONALITY

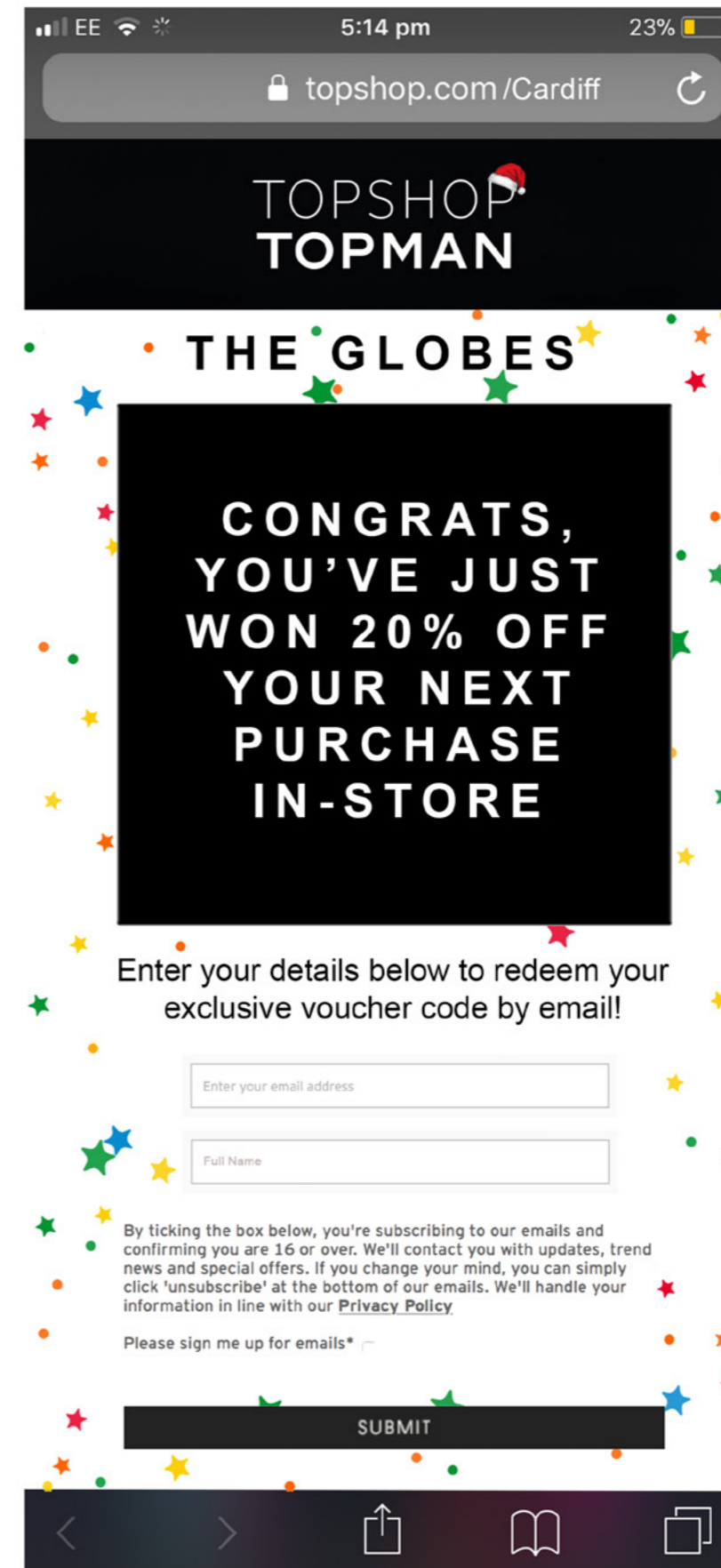


Generating a QR code that connects with a webpage is simple and easy to produce, and once created has an unlimited life span, totally free of charge, on a free online generator. QR codes have various uses, and can connect an individual to almost any type of mobile media that is required. They are used widely across many industries and are very recognisable by today's generation. These example QR codes on the left, would forward the individual who scanned the code to a webpage for them to enter their details. An example of this webpage is included on the right.

Step 1. Scan the QR code on the 'Globe' with a smartphone camera, and click the screen pop-up.



Step 2. Re-directed to a webpage



When re-directed to the webpage, your prize and discount, that is generated at random is initialised and revealed to the customer. To activate the discount and receive the unique barcode, to be scanned at the check-out instore, basic details such as name and email address will need to be entered, for the barcode to be sent via email to the individual.

This stage is easy, and would take approximately 1 minute or less to for the page to load, entering the details and lastly clicking submit. The design is bold and effective, on-brand with the other promotional materials. The design will be the same for every individual, apart from the discount/prize won may differ. The webpage will only load once on each mobile device, as the terms and conditions state you can only be entered once. Using the same email more than once will also not be valid.

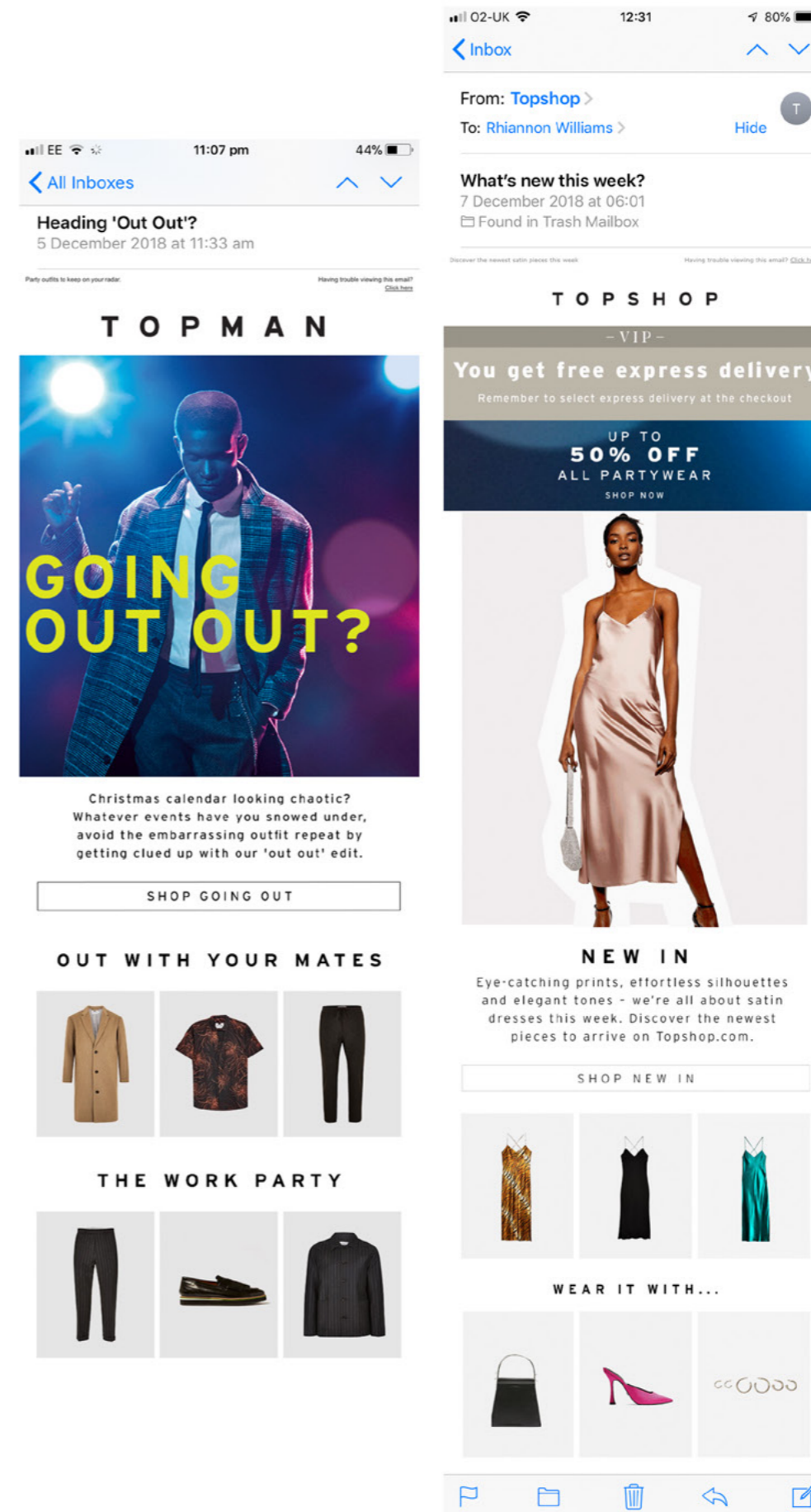




Step 3. Your emailed barcode, to redeem your discount or prize, activated and ready to use at the checkout

This is what the emailed voucher would present itself like, with similar branding to the webpage, connecting on all channels, with some extra Christmas decorative design additions. The email is not overly text saturated, as the customers want an easy quick process, and easy accessible voucher to present at the check-out. It is informal and speaks to the customer on a n equal level. Terms and conditions are providing within this section, bellow the barcode, with further links to Topshop's social media pages at the bottom with some further small print. Once the barcode has been scanned from the customer mobile from this page, the barcode will void and no longer be able active.

# EMAIL



With providing the email to obtain the discount and prize voucher, the user is automatically signed up to Topshop and Topman newsletters and promotional emails. Opting out, if they do not wish to receive. This is an addition channel, that can increase the marketing and promotional aspect of the brand. Providing the customer with information throughout the year, not just surrounding the christmas campaign

# 'THE GLOBES' - A MARKETING CAMPAIGN: CONCLUSION

In conclusion, this marketing campaign has one prime goal; that goal being to increase footfall into the Queen Street Topshop/Topman store.

This concept will be able to deliver this as it is designed to capture the attention and desire of current and new Topshop/Topman consumers through its unique and exciting visual displays, while its interactive element that incorporates the discount aspect will provide them with exclusive offers, only available to use in-store.

Using Cardiff as a prototype opportunity, to launch a new marketing campaign, will offer

a greater insight into whether it would be successful on a mass scale, in larger cities. It will be beneficial to the Cardiff area, whether that is bringing people into the city, creating a positive atmosphere, and exciting high street retail experience.

Although we are aware that our outgoing costs might result in being higher than our income, we feel the benefit of extra footfall that the campaign will distribute will be of more significance as it will contribute towards an increase in sales therefore increase profit in the long run.



TOPSHOP  
TOPMAN

PRESENTS

**THE GLOBES**

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