



FERRAGAMO

LXMT 742: Advertising Luxury | Fall 24
Ferragamo Home: IMC Initiative
Paulina Bonaveri, Danielle Jones, Diya Parmar, Lucabella Ralph



Course Project Members



Lucabella Ralph
Creative Director

Strengths: Creative thinking/ideation, Fashion Merchandising Skills, Adobe Creative Cloud, Teamwork, Leadership.



Paulina Bonaveri
Marketing Director

Strengths: Adobe Creative Cloud, Production, Artistry, Design, Project Management, Data & Market Research.



Danielle Jones
Project Manager

Strengths: Creative direction, Adobe Creative Cloud, Textiles, Technical Design, Merchandising, Assistant Direction, Production.



Diya Parmar
Financial Analyst

Strengths: Microsoft suite, photoshop, illustrator, leadership skills, problem solving, event management, critical thinking, project management

Film Members



Ines Sommer
Director of Photography



Nghi Pham
Director



Maria Pelletier
Lead Editor



Sion Davis
Editor



Ludovica Rinero
Extra Model



Sabrina Gonzales
Extra Model

Table of Contents

O1 Executive Summary
Initiative Proposal
Customer Segmentation
SWOT
Competitor Analysis
Competitor Performance
The IMC Process
Key Consumer Insights

O2 Communication Objectives
Communication Mix
Budget Allocation
Events Details
Time of Launch
Creative Idea Development
Conclusion



Executive Summary

Founded in 1927 in Florence, Italy, Salvatore Ferragamo embodies luxury Italian craftsmanship through its intricate designs and high-quality leather products. The brand reflects core Italian values such as family and culture, which are deeply ingrained in its identity. Leveraging its strong brand equity, Ferragamo has successfully diversified into hospitality with Hotel Lungarno, located in the city that nurtured this iconic brand.

As we explore Ferragamo's hospitality initiative, we have identified a promising opportunity for further brand extension into home interiors. This new collection will evoke the brand's signature refinement and allure while aligning with its core values of family and Italian heritage.

Our strategy focuses on launching a home interiors line that complements Ferragamo's hospitality offerings. We will employ diverse integrated marketing communications (IMC) strategies to assess the potential of this extension in the Italian market, aiming to enhance brand equity during a period of revenue decline. This initiative seeks to strengthen Ferragamo's position as a leader in the luxury sector by providing diversified and authentic experiences to its customers while opening new market opportunities.

Initiative Proposal & Segmentation



Brand History

Ferragamo is an iconic Italian luxury fashion brand that originated in Florence in 1927. Founded by the talented shoemaker Salvatore Ferragamo, the company initially specialized in women's footwear. Throughout the 20th century, Ferragamo expanded its product offerings and established a presence with directly operated stores across Europe, Asia, and the Americas. Today, Salvatore Ferragamo S.p.A. serves as the parent company of the Salvatore Ferragamo Group, recognized as a leader in the luxury industry.

Ferragamo boasts a mix of directly operated stores (DOS) and third-party operated stores (TPOS), including prestigious department stores and boutiques. This dual retail strategy, combined with the brand's presence in over 90 countries, enables Ferragamo to maintain a significant global impact while preserving its luxury status.

Notably, the Ferragamo brand remains 65% family-owned, reflecting its core values and commitment to heritage. This is exemplified by the Lungarno Collection Hotels in Florence, Rome, and Milan, which embody the Ferragamo family's dedication to authentic Italian hospitality and artistry.





New Division: Ferragamo Home

"From our family to yours, bringing excellence to the table since 1927."

Italian family values and hospitality are at the heart of the Ferragamo brand, with the concept of home being paramount. As Ferragamo expands into the luxury hospitality sector through the Lungarno Collection, a natural progression for the brand is to introduce a home interiors line, initially targeting the Italian market.

This new line will seamlessly blend Ferragamo's commitment to creativity, innovation, and exceptional craftsmanship with its core values of territory, culture, and community, all while prioritizing sustainability. Ferragamo Home will showcase exquisitely crafted home interiors and furniture that embody the brand's distinctive aesthetic and superior quality.

The line extension, along with its accompanying campaign, aims to leverage Ferragamo's rich heritage of family and unparalleled craftsmanship to create a luxury home interiors collection that stands unmatched in quality and durability. Moreover, this collection aspires to be not just an adornment but an integral part of everyday life—something people will cherish and actively use in their homes.

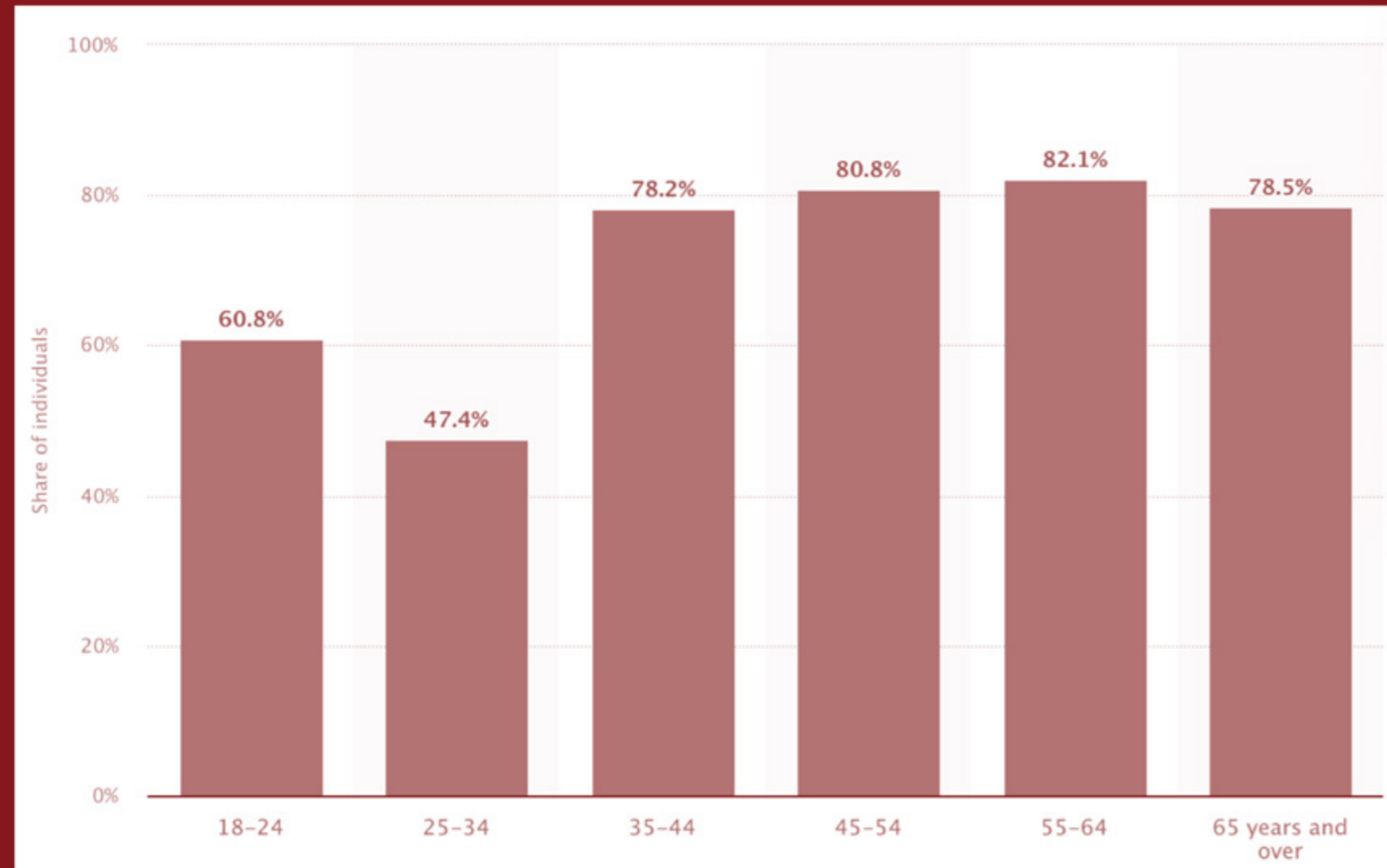
Line Extension Breakdown

| Furniture | Lighting | Decor |
|---|---|--|
| <ul style="list-style-type: none"> • Leather sofas • Leather armchairs • Non-leather sofas • Non-leather chairs • Wood dining tables • Dining chairs • Wood end tables • Ottomans | <ul style="list-style-type: none"> • Ceiling light fixtures • Floor lamps • Desk/table lamps | <ul style="list-style-type: none"> • Dining essentials: silverware, glassware, flatware, cloth napkins • Table decor: standing picture frames, vases, books, candles • Pillows & cushions • Wall prints: framed & printed canvases • Wallpapers |

Ferragamo Home: Reasons

- The creation of the Lungarno Collection of hotel in Rome, Florence, and Milan have begun to create a name for Ferragamo in the interiors and hospitality industry.
- Numerous other luxury brands, specifically Italian ones, have entered the home interiors market.
- “Customers can snap up items for their home by a favorite brand which won’t look ‘past it’ after a season and the purchase of said items isn’t affected one iota by whether you’re a size 6, 16 or 26.”(Harrison)
- The longevity of home interior styles make consumers more likely to invest in a piece at a luxury price as it doesn’t need to be replaced when the next season rolls around.
- “The brand is lacking top-of-mind awareness among consumers.”(Euromonitor) Introducing a new category can make an impact among repeat and new potential consumers and get people thinking about the brand again.
- Ferragamo has seen a decline in revenue in recent years. A new category, specifically a category that is more timeless and less trend oriented can garner new purchases from loyal customers and first time purchases from a new market.
- “The global luxury furniture market size was valued at USD 22.78 billion in 2023 and is projected to grow from USD 23.98 billion in 2024 to USD 37.33 billion by 2032.”(Fortune Business Insights)
- “Leather goods and footwear account for most of Ferragamo’s sales.”(Euromonitor) These are categories inherently known for their unrivaled craftsmanship. By incorporating that craftsmanship into a home interiors category the brand can capitalize.





Percentage of Italian Population that are Homeowners. Statista, 2024.

Customer Segmentation

Demographic

Male and Female, family-oriented

- Ferragamo home will be relatively gender neutral and feature designs, colors, and concepts that both men and women would want in their homes.
- The furniture can withstand time and be passed down through generations, therefore appealing to people with families or get significant use and wear out of their furniture.

Ages 35-60

- Those in the position to invest in luxury furniture are slightly older than those investing in luxury fashion pieces.
- According to Statista, in Italy 47.4% of 25-34 year olds own a home, whereas 78.2% of 35-44 year olds own a home.

Graduated college

- The income needed to afford the price point is generally associated with people who have graduated college.

Employed with a \$400,000+ HHI

- A significant amount of disposable income is needed to purchase from the line.

Is Italian/Lives in Italy

- The line is being launched in only Italy to start.
- Italian personality and culture are emphasized by the Lungarno Collection and Salvatore Ferragamo S.p.A.

Customer Segmentation

Psychographic & Sociographic

Family Oriented

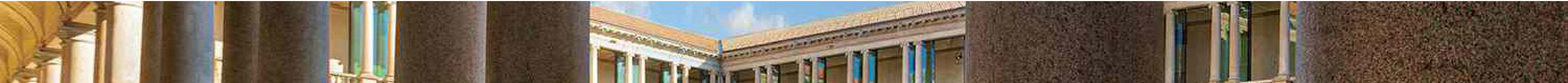
Ambitious

Has significant
disposable income

Lives a comfort,
somewhat luxurious
lifestyle

Fashion & style driven

Appreciates quality
craftsmanship





Customer Segmentation

Behavioral

- Sometimes makes decisions based off of style or label instead of practicality
- Keeps fashion and style in mind when picking out home interiors
- Spends significant money on home remodels and home decor
- May hire an interior designer/decorator
- Owns many Ferragamo products and is a loyal customer
- Is interested in what is new on the market, but still prefers timelessness
- Searches for sophisticated and well crafted luxury brands and products
- Hosts people in their homes often
- Wants elements of Italian personality and hospitality in their home



Customer Segmentation

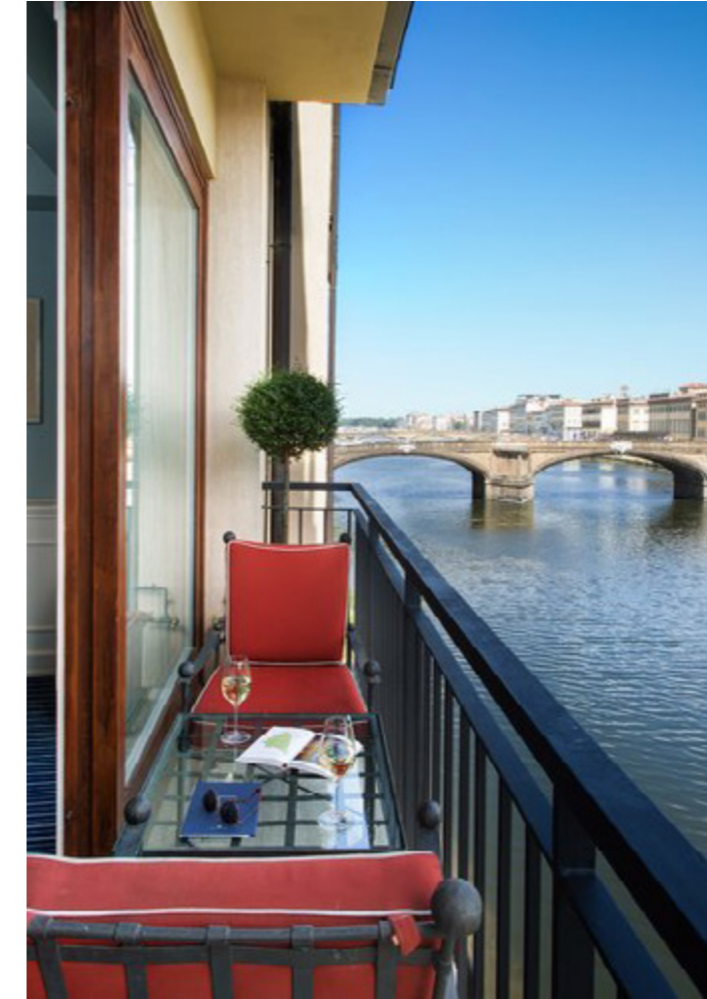
Financial

Italy stands as a leader in the luxury sector, being the birthplace of numerous globally renowned luxury brands. This prominence reflects the innovative artisanal skills that are a hallmark of Italian culture and highlights the importance of luxury goods as a significant driver of the sales market in the country.

According to a survey done by Statista in 2021 including our desired customer segment, we can see an annual income before tax & contributions of:

US \$72k - US \$102K
US \$102K - US \$140K
US \$140K - US \$184k





Aligning with Ferragamo's core values and customer segmentation, the target audience for Ferragamo Home will embrace familiar personas while adapting to the unique dynamics of the home interior market. Ferragamo Home customers will embody timeless style, affluence, and a commitment to craftsmanship, with a focus on an older demographic, primarily aged 35 to 60.

Unlike handbags or shoes, furniture represents a significant commitment, as buyers seek to create enduring spaces in their homes. At this stage of life, consumers are looking for pieces that reflect their sophisticated tastes and lasting intentions. The objective of this target market selection is to inspire individuals who are well-acquainted with luxury and the Ferragamo legacy to invest in this exciting new category.

Strengths

Strong Italian heritage closely related to their craftsmanship, quality, and brand values.

65% family owned, increasing focus through management and control operations.

Global established consumer base.

Strong brand credibility.

Opportunities

New market segments, as well as new product offerings to core customers.

Brand extension complementing Ferragamo's hospitality initiative.

Increased brand equity.

Threats

Evolving consumer preferences

Competitive market.

Weaknesses

Dependence on external suppliers and global distributors.

Revenue decline in 2024.

New product line with little resonance.



Competitor Analysis





Fendi Casa

Established in 1987, Fendi Casa is the home furnishings division of the prestigious Italian luxury fashion house Fendi. This brand extension embraces a creative approach that offers a curated selection of luxury furniture, accessories, textiles, and decor, all reflecting Fendi's iconic narrative.

Additionally, Fendi Casa is recognized for its collaborations with renowned designers and architects, enhancing the brand experience and delivering bespoke solutions for discerning clients.

Fendi offers a unique hospitality experience through Fendi Private Suites, located in Rome, Italy within the iconic Palazzo Fendi. Here, discerning customers enjoy an immersive journey that combines luxury shopping, exceptional hospitality, and fine dining, all designed to reflect the brand's signature elegance and style.

Price range:

US \$500 - US \$30k+

Strengths:

Italian heritage, strong brand equity & resonance, craftsmanship, global, innovation, immersive brand experiences for core customers, collaborative, hospitality ventures.

Armani Casa

Founded in 2000, Armani Casa is the home interiors extension of the iconic Italian brand Giorgio Armani. With a curated selection of neutral-colored furniture, lighting, textiles, and accessories, Armani Casa reflects the brand's sleek and modern narrative. Its timeless, minimalist aesthetic is designed to create harmonious environments that evoke luxury and sophistication, showcasing the exceptional craftsmanship that defines the Armani legacy.

Armani offers a luxurious hospitality experience in Dubai, situated within the iconic Burj Khalifa. Established in 2010, Armani Hotels & Resorts exemplifies the brand's commitment to sophistication, featuring its sleek furniture designs in one of the world's most prestigious locations. Guests can enjoy a range of refined experiences, all meticulously curated to reflect the elegance and style of the brand.

Price range:

US \$200 - US \$20k+

Strengths:

Italian heritage, strong brand identity, relevant personalities endorsements, timeless, classic, elegant, elevated hospitality ventures.





Missoni Home

Missoni Home was established in 1983 as a way to extend Missoni's iconic and vibrant print into curated furniture, accessories, and textiles reflecting its signature knit-inspired patterns. This brand extension allows consumers to create stylish and luxurious living spaces filled with color and high-quality pieces that embody Missoni's core values.

The brand previously operated a hospitality division until 2014, when the Rezidor Hotel Group and Missoni mutually agreed to terminate their global Master License Agreement. The former Hotels Missoni, located in Edinburgh and Kuwait, offered guests a sophisticated brand experience, fine dining, and ample space to showcase the brand's home interiors collection.

Price range:

US \$100 - US \$10k+

Strengths:

Italian heritage & craftsmanship, innovative, diverse product range, global.

Dolce & Gabbana Casa

Renowned for its vibrant colors and intricate patterns, Dolce & Gabbana Casa represents the brand's initiative to bring its Italian-inspired prints into the home furnishings sector. The opulent and eclectic designs pay homage to the brand's signature Sicilian style, capturing the essence of Italian allure.

In addition to home decor, Dolce & Gabbana offers a fine dining experience through Dolce & Gabbana Gold, established in 2019 in Dubai. This luxurious restaurant features the brand's lavish decor while delighting guests with exquisite Italian cuisine.

Moreover, Dolce & Gabbana has engaged in numerous collaborations with luxury hotels, showcasing its commitment to quality and craftsmanship and infusing its rich heritage into interior decor pieces.

Price range:

US \$200 - US \$30k+

Strengths:

Italian heritage & craftsmanship, strong brand equity, identity and recall, global presence, lifestyle integrations, endorsements, luxurious, innovative.





Hermès

Luxury French house Hermès boasts one of the most recognized luxury brand home interiors division, embodying the brand's commitment to exceptional craftsmanship and functionality. This extension offers a curated selection of furniture, accessories, lighting, and decor pieces that enhance any environment with sleek designs and unparalleled quality.

Although Hermès has not ventured into the hospitality sector as a standalone entity, it has successfully collaborated with luxury hotels and venues to create bespoke furnishings and sophisticated spaces that reflect the brand's elegance.

Additionally, Hermès engages customers through pop-up events that showcase its dedication to innovation, art, and craftsmanship, reinforcing its strong connections with consumers through unique hospitality initiatives.

Price range:

US \$200 - US \$50k+

Strengths:

French heritage & craftsmanship, ultra-luxury, rare, strong brand equity, identity and recall, global presence, lifestyle integrations, innovative.

Competitor Performance

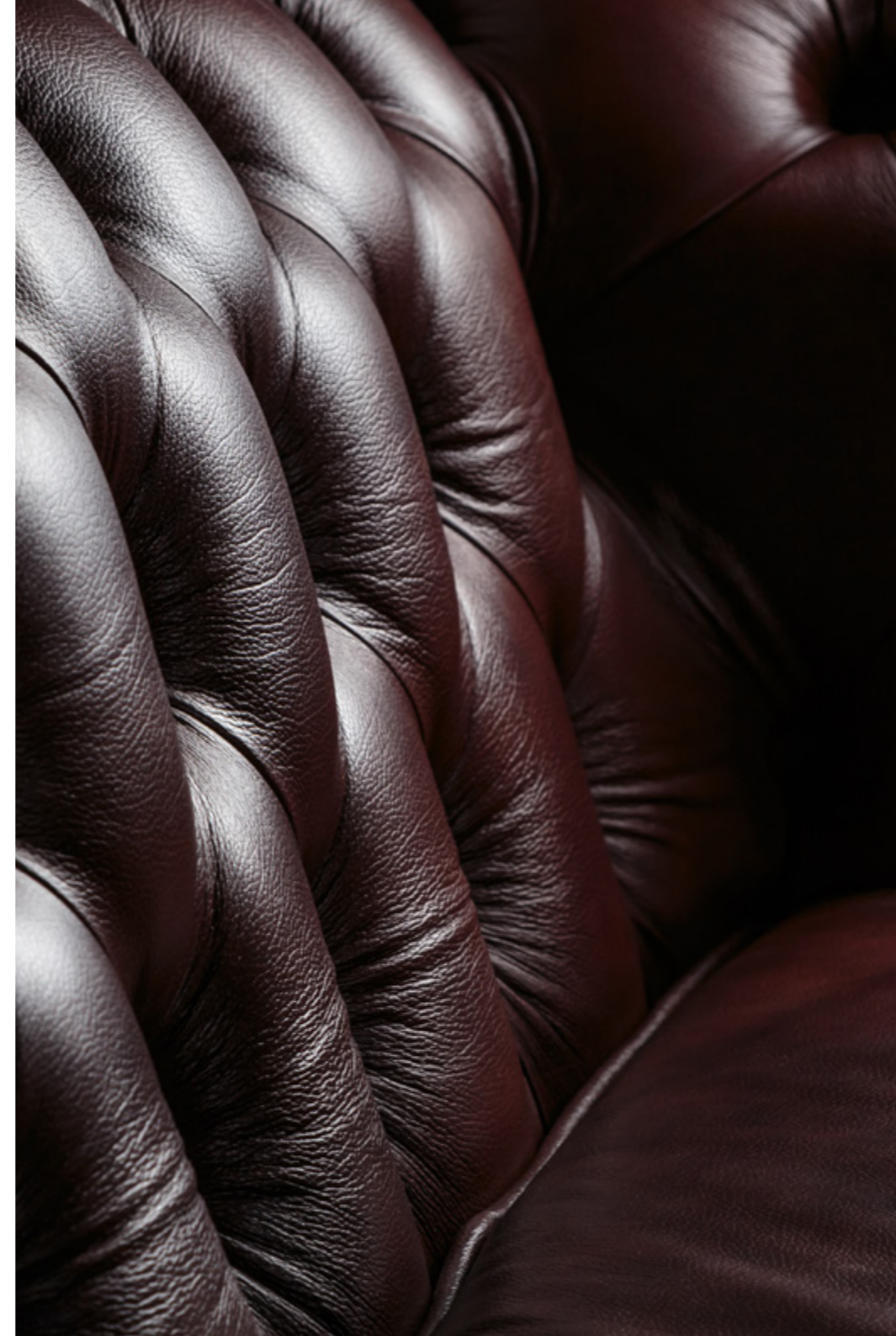
Revenue 2023

| | |
|-----------------|--------|
| Fendi (LVMH) | €2.6B |
| Armani Group | €2.4B |
| Dolce & Gabbana | €1.9B |
| Hèrmes | €13.4B |
| Missoni Group | €125M |



The IMC Process





Description of Issue

Ferragamo has faced a revenue decline in recent quarters, affecting various aspects of the brand's operations and equity. To address this challenge, we aim to implement strategic initiatives that not only enhance the brand's equity but also expand its product line and elevate its prestige within the luxury sector.

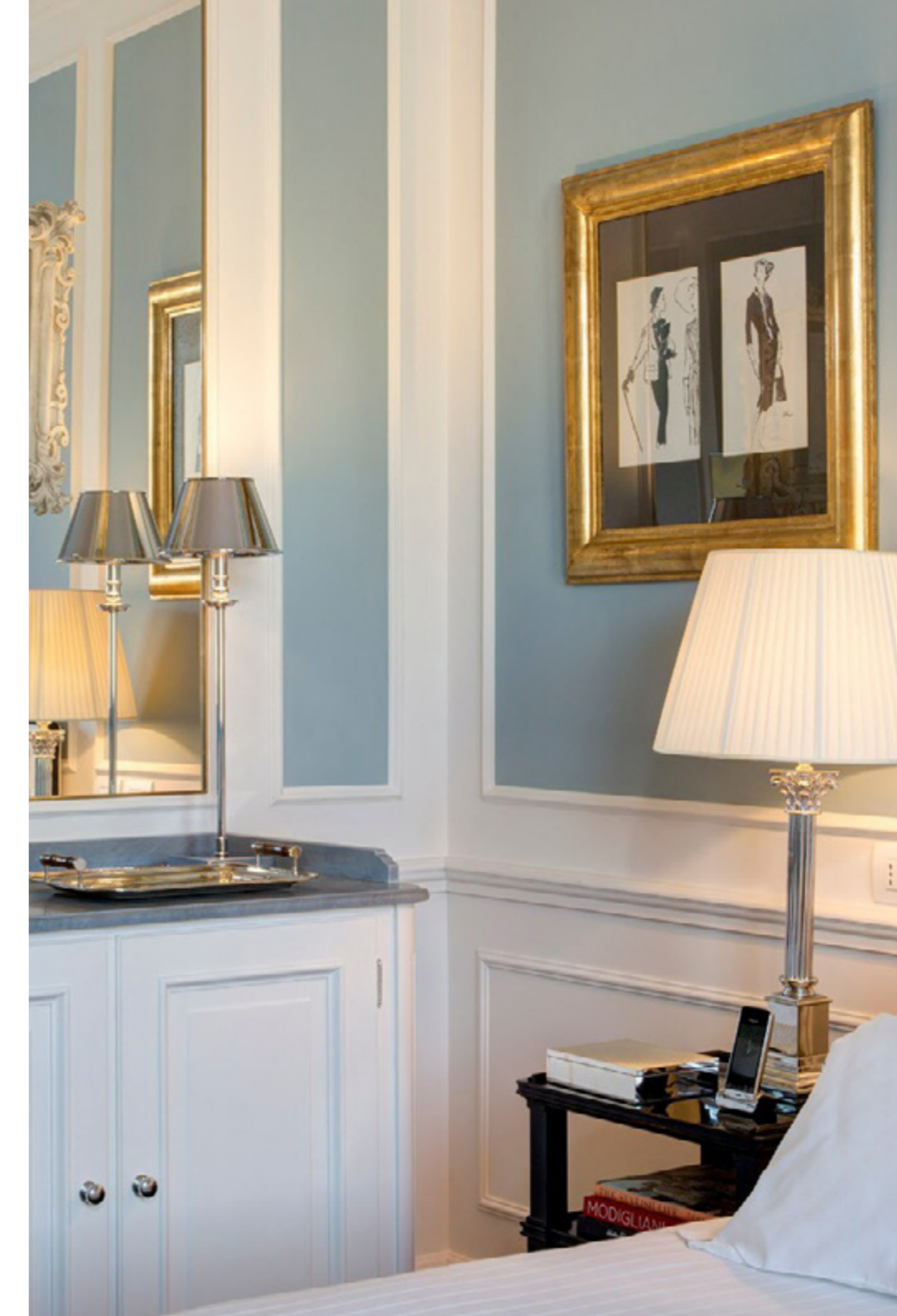
Our proposal is to introduce a home interiors line that builds on Ferragamo's expertise in leather goods. As previously noted, the global luxury furniture market was valued at USD 22.78 billion in 2023 and is projected to grow to USD 37.33 billion by 2032, according to Fortune Business Insights.

This initiative will also complement the existing hospitality line under the Ferragamo Group, Hotel Lungarno, as luxury travel continues to gain traction among both locals and tourists.

Opportunities & Challenges

Our home interiors initiative presents multiple opportunities for sustainable brand equity growth. These include expanded brand presence in a new industry and the ability to leverage Ferragamo's renowned craftsmanship into exquisite home interior items. This initiative aligns with luxury trends, as consumers increasingly seek cohesive luxury experiences, while also strengthening their heritage in the Italian market. Additionally, it creates synergies among Ferragamo's existing product lines, providing a holistic and sophisticated experience that connects to their various offerings.

However, as we enter this new industry, it is essential to conduct extensive research to understand evolving consumer preferences within our target segment. Through both quantitative and qualitative research, we will develop strategic plans to ensure a successful product launch and establish a strong brand division.





FERRAGAMO

Communication Barriers

We will implement various IMC techniques to gather consumer insights from our target customer segment. These insights will be transformed into valuable key points to shape Ferragamo's inaugural home interiors collection.

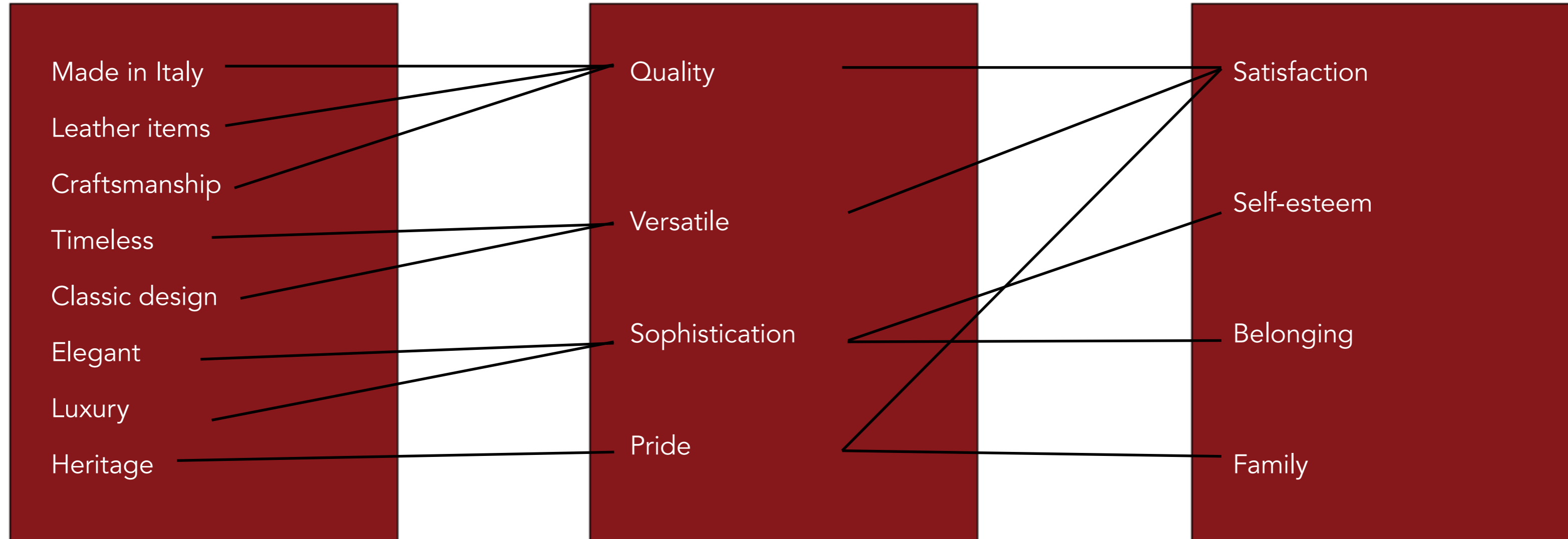
Additionally, these insights will inform the production of a promotional film that not only highlights the products but also embodies the brand's iconic visual narrative and lifestyle.

To achieve this, we will select a strategic location and create 3D renderings of our collection items. We will assemble a team that effectively captures the brand's allure and choose a model who embodies the essence of the Italian persona.

Key Consumer Insights



Means-End Laddering

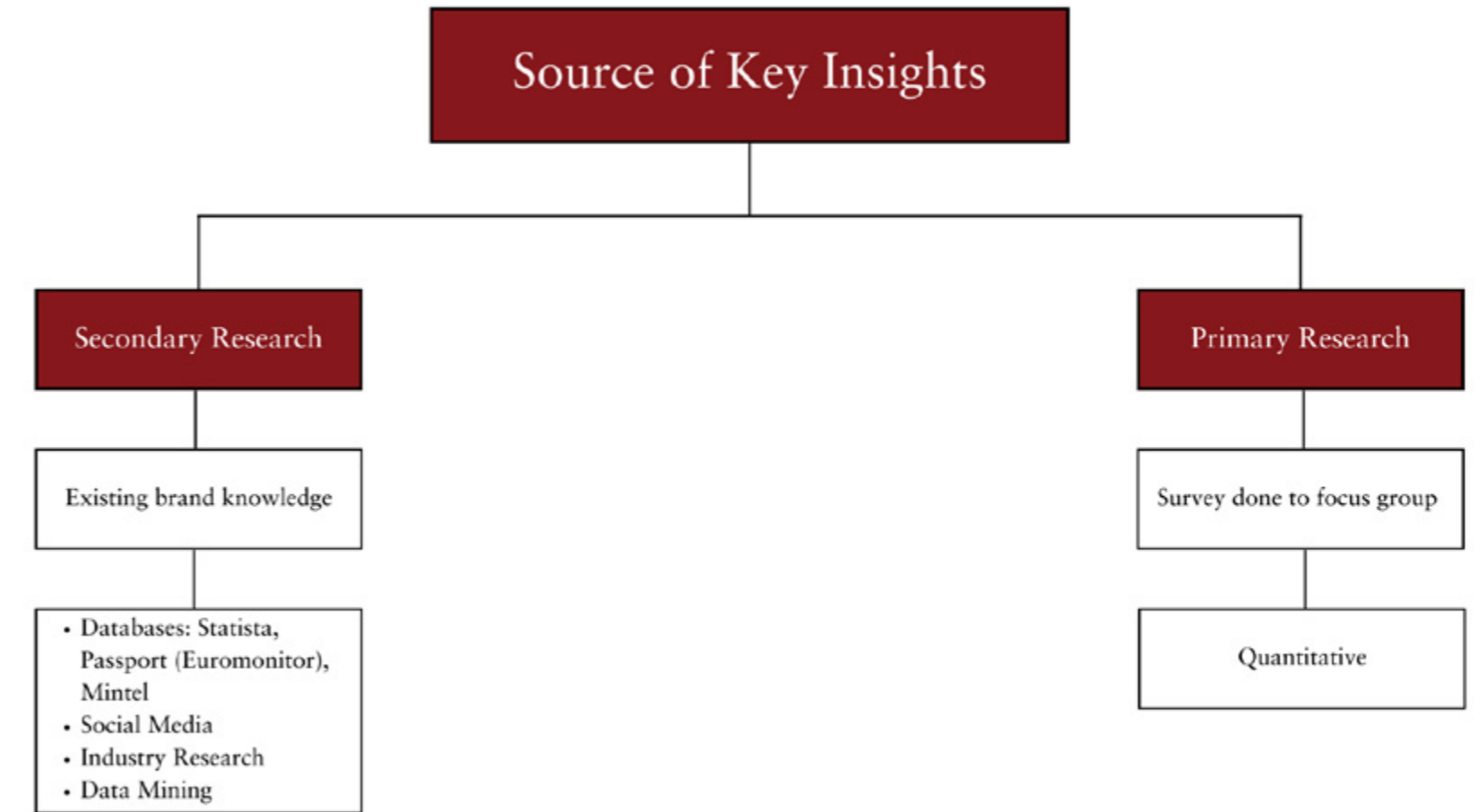


Research Method & Design Chart

We developed a survey targeting a focus group we referred to as our "trial customer segment," composed of individuals from affluent backgrounds and luxury brand enthusiasts.

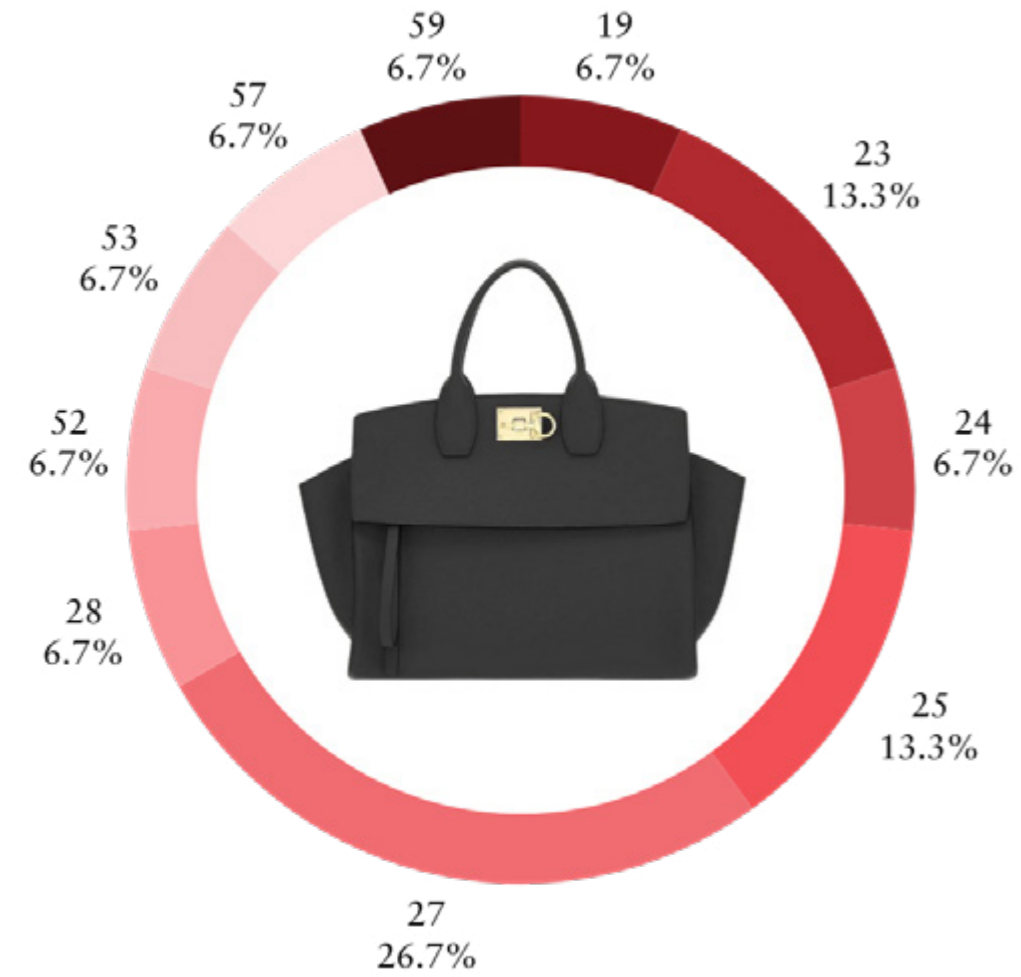
The survey utilized association, thought, word, and completion techniques to gain deeper insights into consumers' perceptions of Ferragamo as a brand, as well as their visions for potential home interiors designed by Ferragamo.

Additionally, we assessed participants' knowledge and familiarity with Ferragamo's Hotel Lungarno. Based on this, we explored their expectations for a home collection inspired by the luxurious lifestyle associated with the brand.



Survey Results: Intro

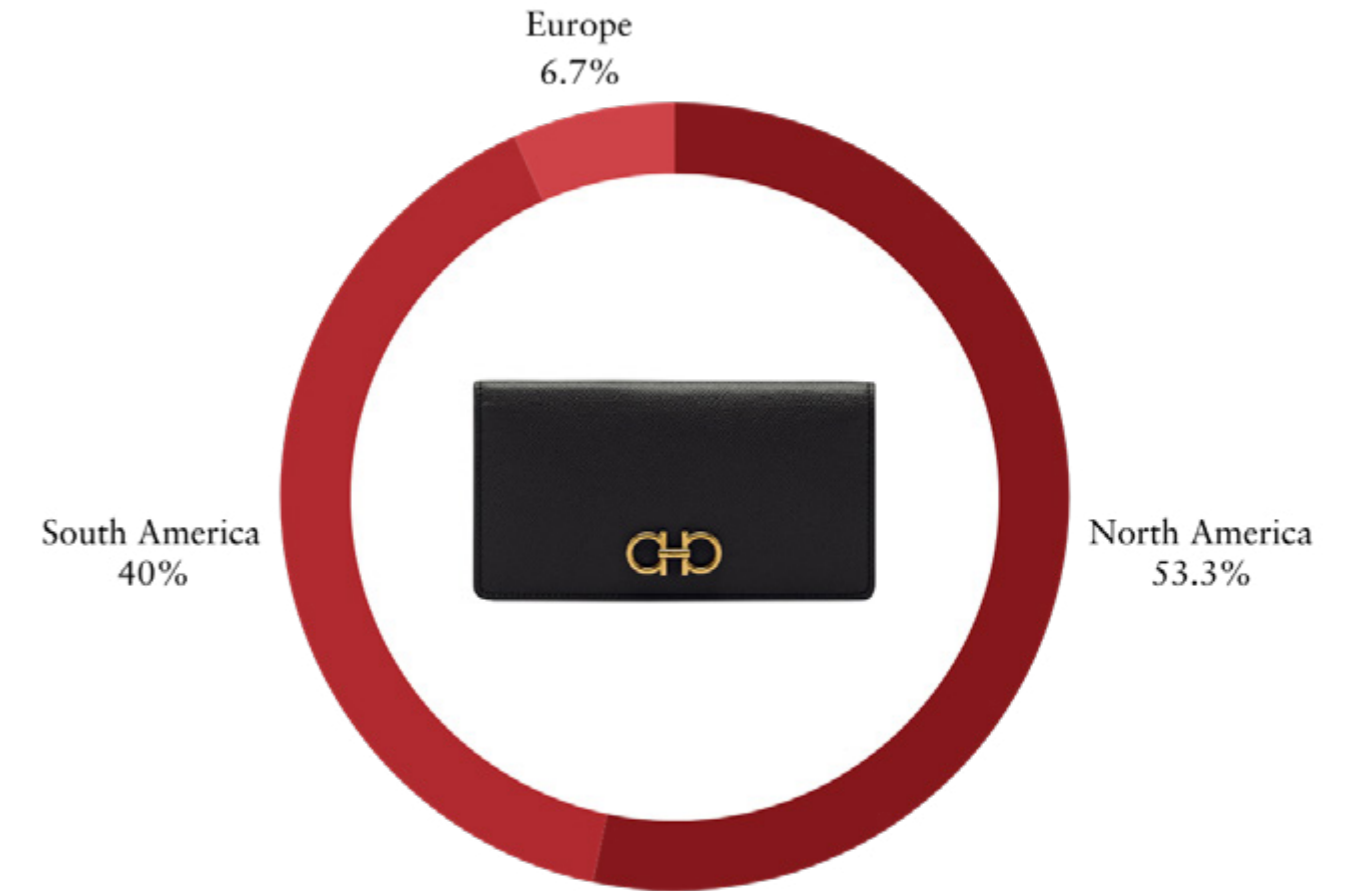
Age Group



Pronouns



Location

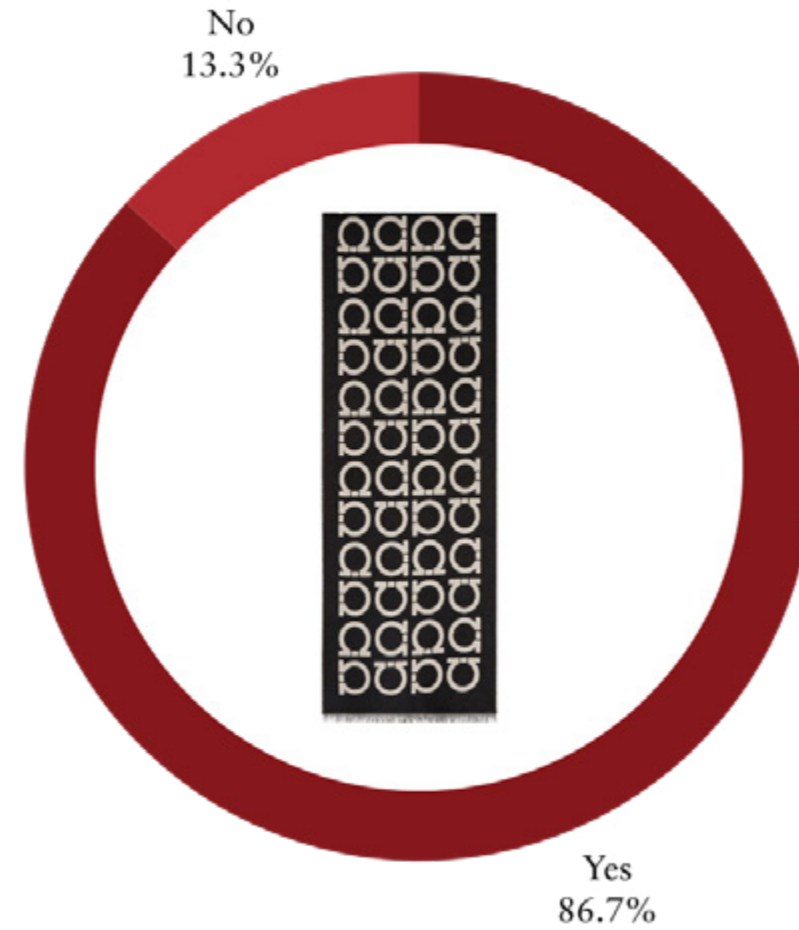


Survey Results: Knowledge

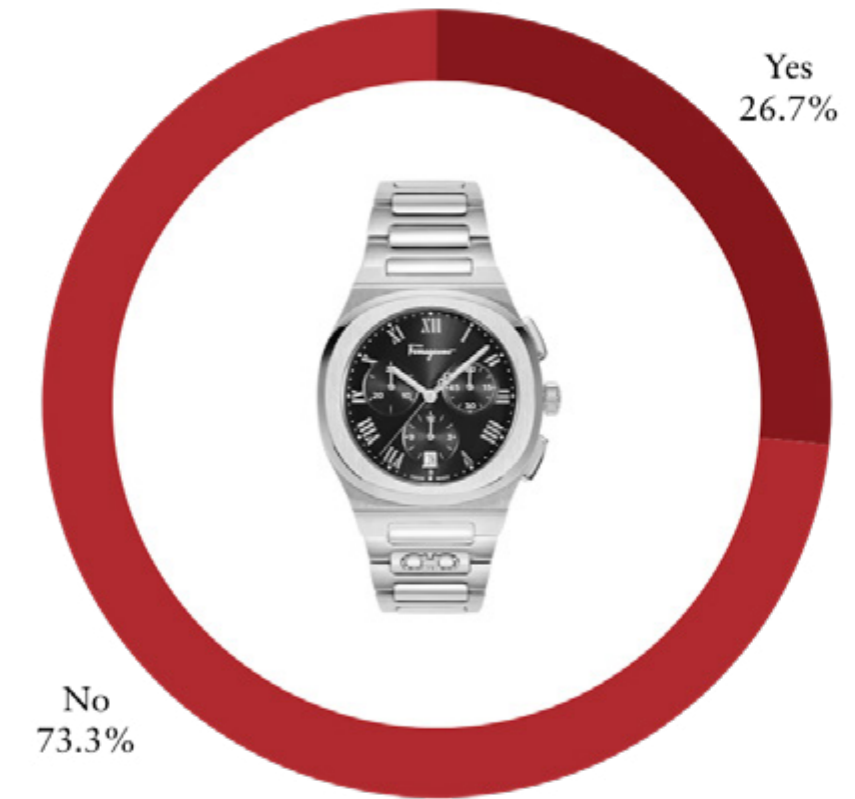
Do you recognize this logo? (Ferragamo's)



Do you know the brand Ferragamo?

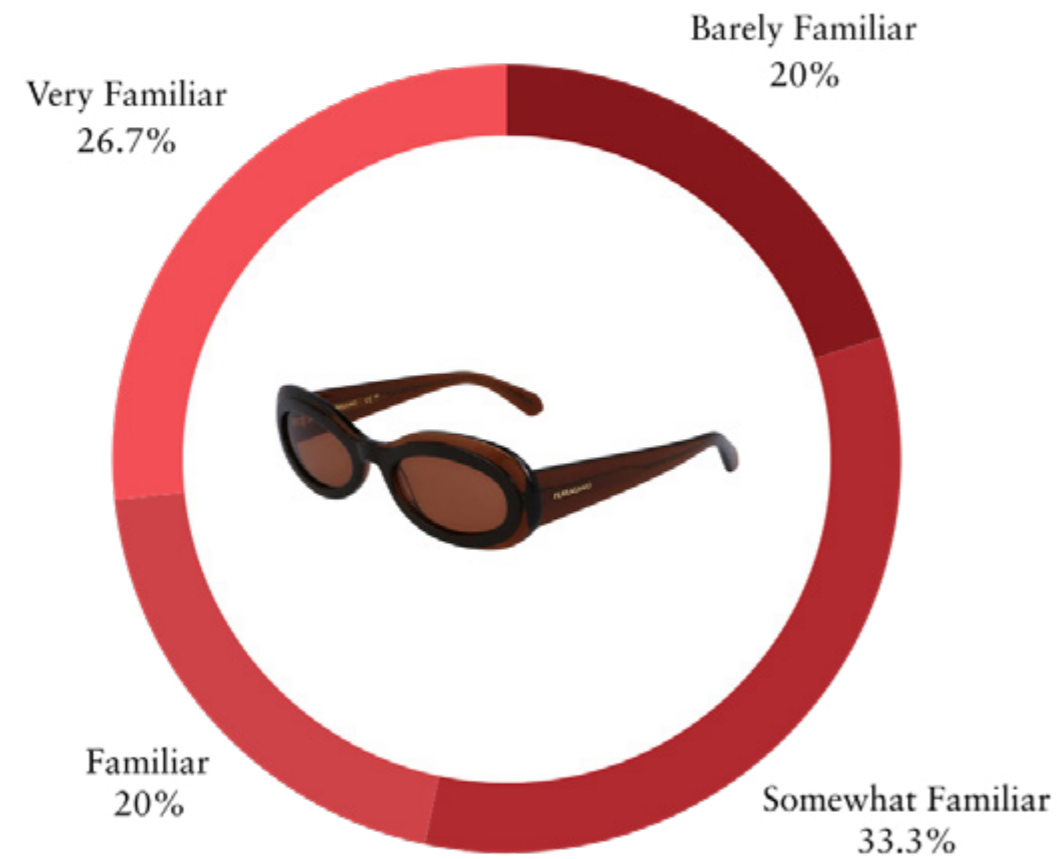


Do you know about Ferragamo's hotel, Lungarno?

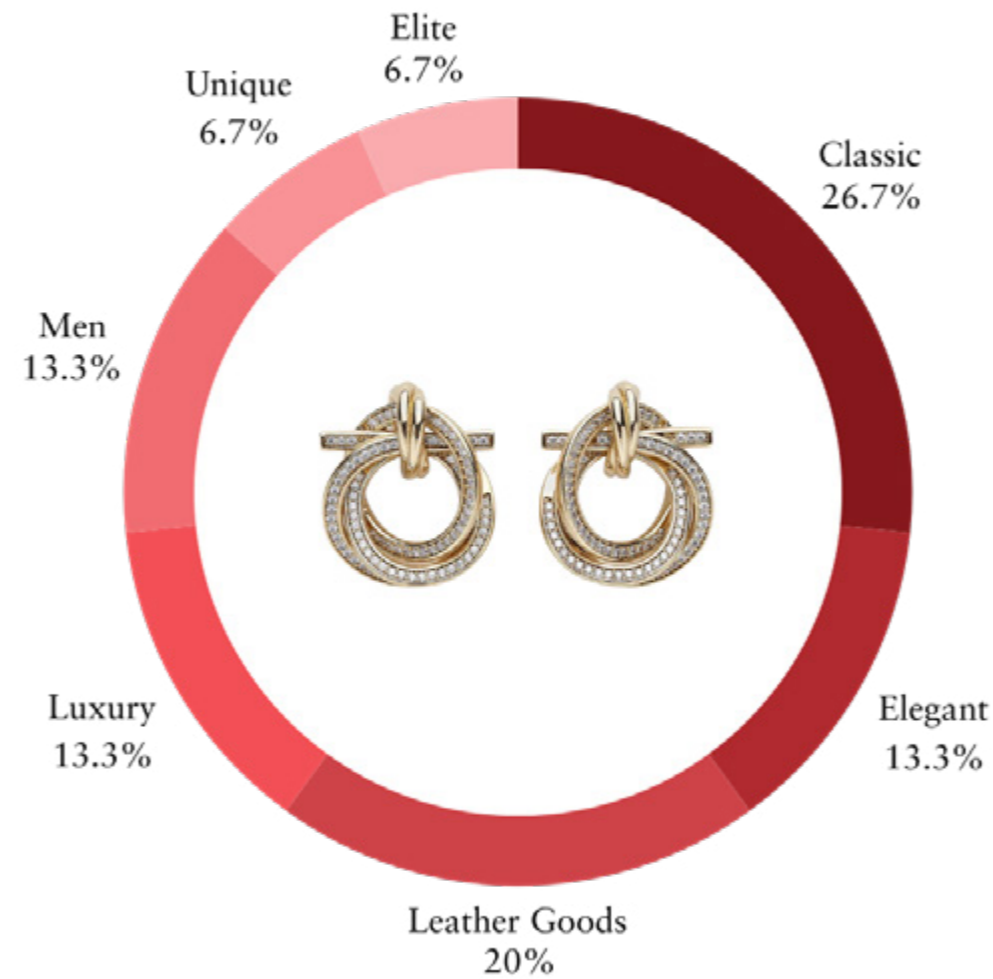


Survey Results: Association & Word

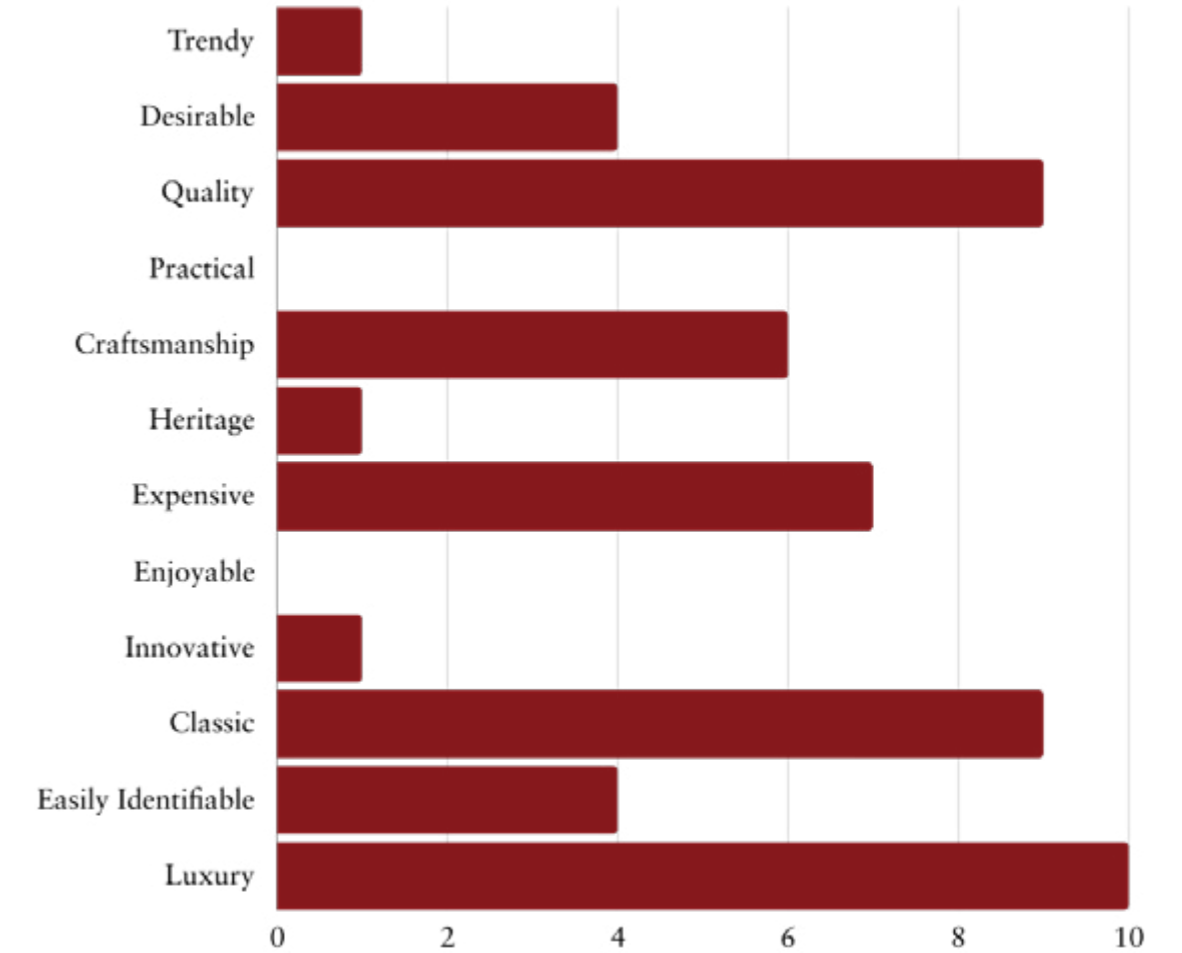
How familiar are you with the brand Ferragamo?



Give one word describing Ferragamo.



Which of these words do you associate with Ferragamo?



Survey Results: Completion & Thought

Ferragamo sells _____.

Leather goods
Bags, shoes, perfumes
Belts
Dresses
Women and men's apparel
A variety of luxury items
Italian leather products
Timeless pieces
Jewelry
Accessories

Imagine you're walking into Hotel Lungarno, owned by Ferragamo. What does it look like? Use all 5 senses to describe.

Smells: wood, sandalwood, linen, fresh florals (jasmine or magnolia), men's cologne.

Sight: decluttered, sophisticated entryway, big lobby area, neutral color palette, dark academia aesthetic, Classic design, contemporary design, minimalist decor, iconic italian architecture, tall celinings, gold accents.

Touch: leather, fur, linen, metals, wood.

Sound: Instrumental, piano, jazz, lobby music, soft music.

What kind of furniture would you find at Ferragamo's hotel?

Classic, leather couches.
Sleek, contemporary couches, tables & armchairs.
High attention to textures & patterns.
Wood + leather couches.
Typical hotel furniture but signature & elevated.
Golden light fixtures.
Marbel, wood, and velvet fabrics.
Modern but classic at the same time.
Soft yellow and beige tones inspired in typical Italian sightings.
Designer luxury aesthetic in couches and chairs.

If Ferragamo was a person, what would they be like?

Assertive, educated, looks clean.
Elevated, exclusive
Kate Bartlett
Flirty and outgoing, smells good
Reserved, serious
High income
Trend setter
Fun, but demure
Stylish
Elegant, classy, sophisticated man
Intellectual, refined
World traveler

What would they look like?

Man in his 50s, wears tailored suits
Imposing, authority figure
Clean, trimmed hair and beard with polished shoes
Bold, modern yet classic
Minimalist, wears neutral color palette
Refined
Middle aged italian
Always wears a suit, blading but tasteful, uses a pocket watch
Tall and Spanish descent
Stylish, health conscious and wealthy
Dark hair, tall, handsome, light colored-eyes
Wears a tuxedo with a printed scarf and velvet ribbon

Where would they live?

Italy
Firenze
Milan
Paris
305
California
New York City
Chicago
Cosmopolitan city
Citizen of the world
In a big mansion
Luxurious townhouse/condo

What kind of lifestyle would this person have?

Business man yet family-oriented
Luxurious
Organic & healthy
Jetsetter
Refined lifestyle, very expensive
Attends social galas
Lavish lifestyle
Entrepreneurial or intellectual
Indulges in epicurean life pleasures
"Blue collar" with an eye for fashion
High profile job, goes to horse races and equestrian events

What would a home interiors line by Ferragamo look like?

Sleek, contemporary, timeless, refined, clean lines
Elegant, expensive
Trendy yet classy
Black & white, all leather
Warm tones, raw materials, simple finish
Timeless, fashionable, refined
Old world style with trendy accents
Rich, Auburn shades such as mustard, brick, forest
Fancy and very Italian
Unpretentious luxury
Brings the concept of luxury into your home

What would make Ferragamo more appealing to purchase? (assuming price is not a factor)

Advertising
Eye attraction
A one-of-a-kind brand experience
In-store shopping rituals
Needs to be more recognizable without it being branded
They need to convey more status
More contemporary designs
Quality, it's not the same anymore
More appealing stores, they tend to be dull
Stronger collaborations and promotional strategies
Brand awareness & recognition



Results Analysis

86% of our focus group is aware of the brand Ferragamo. **46%** of them are familiar or very familiar with Ferragamo's heritage and product lines.

However, **73%** percent of our focus group was **NOT** aware of Ferragamo's hospitality division, **Hotel Lungarno**.

The most **associated terms to Ferragamo** as a brand are **Quality, Craftsmanship, Classic, and Luxury**.

Ferragamo as a person according to our focus group: Italian middle aged man who looks clean, smells good, and wears tailored suits. Affluent, classic, elegant, and intellectual. He's Family-oriented and an authority figure. Lives a refined, healthy lifestyle.

Focus group describes Ferragamo's home interior line as: fancy, sleek, classical, contemporary design with clean lines. Warmer tones and neutral color palettes. Leather, wood, velvet, and metallic materials.



Key Success Factors

Strong Brand Identity

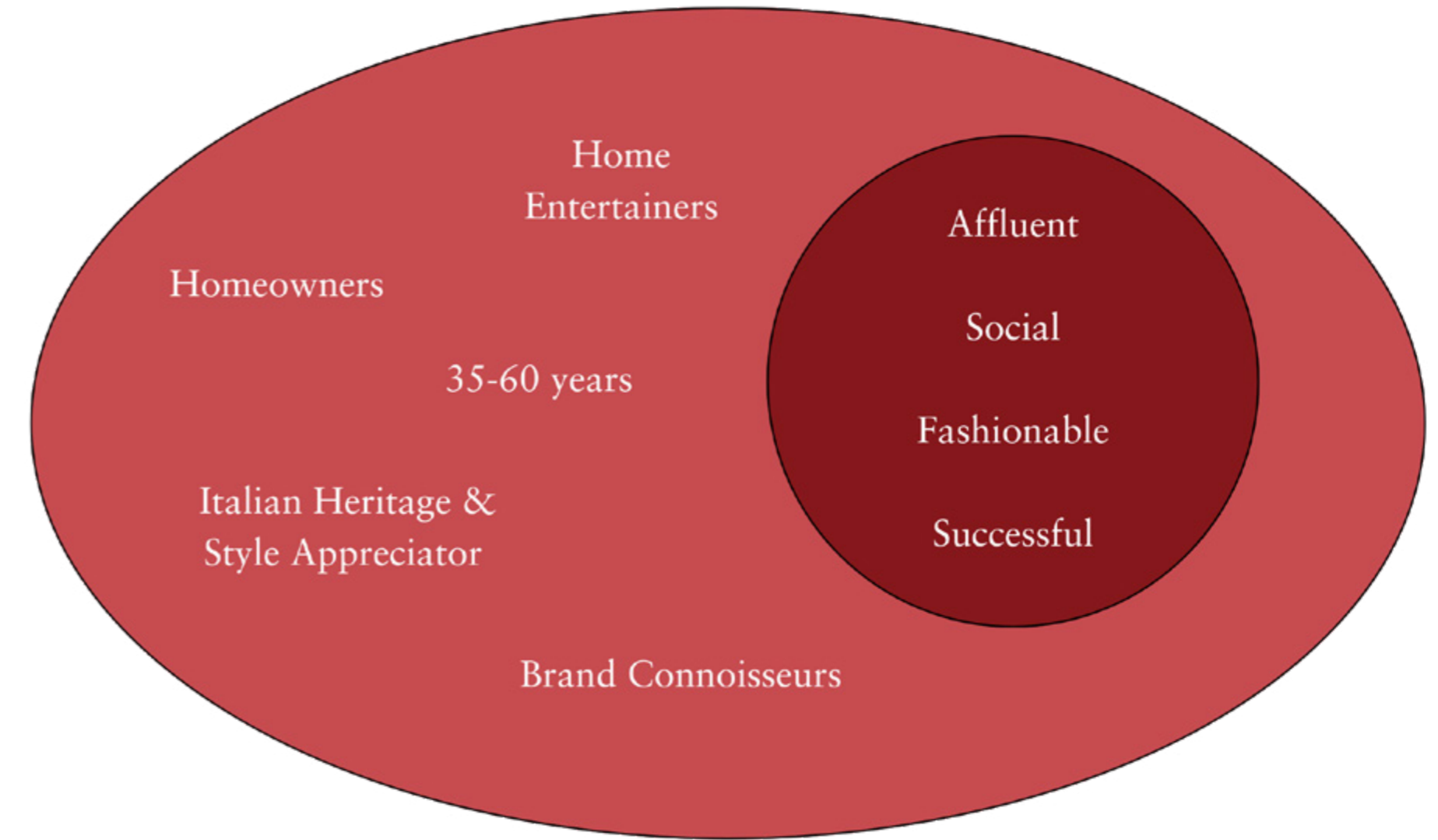
Ferragamo's identity is well defined and rooted in its heritage, use of quality materials, attention to detail, and Italian values. This allows for easier recognition of the extension by consumers.

Local Retail Extension

Extending Ferragamo's offerings in a limited area allows for more supply chain supervision and greater attention to quality control with the opportunity to expand globally in the future.

Craftsmanship

Ferragamo is well known and associated with its quality craftsmanship. The materials chosen for the extension's offerings align with the brand's current strengths and create product integrity.



Mental & Market Space

Perceptual Maps





Communications Objectives



Customer Segmentation



Experience
Home remodeler



Qualitative shopper



Influential
Trendsetter

Communications Objectives

Increase Revenue and Awareness Among Italian consumers

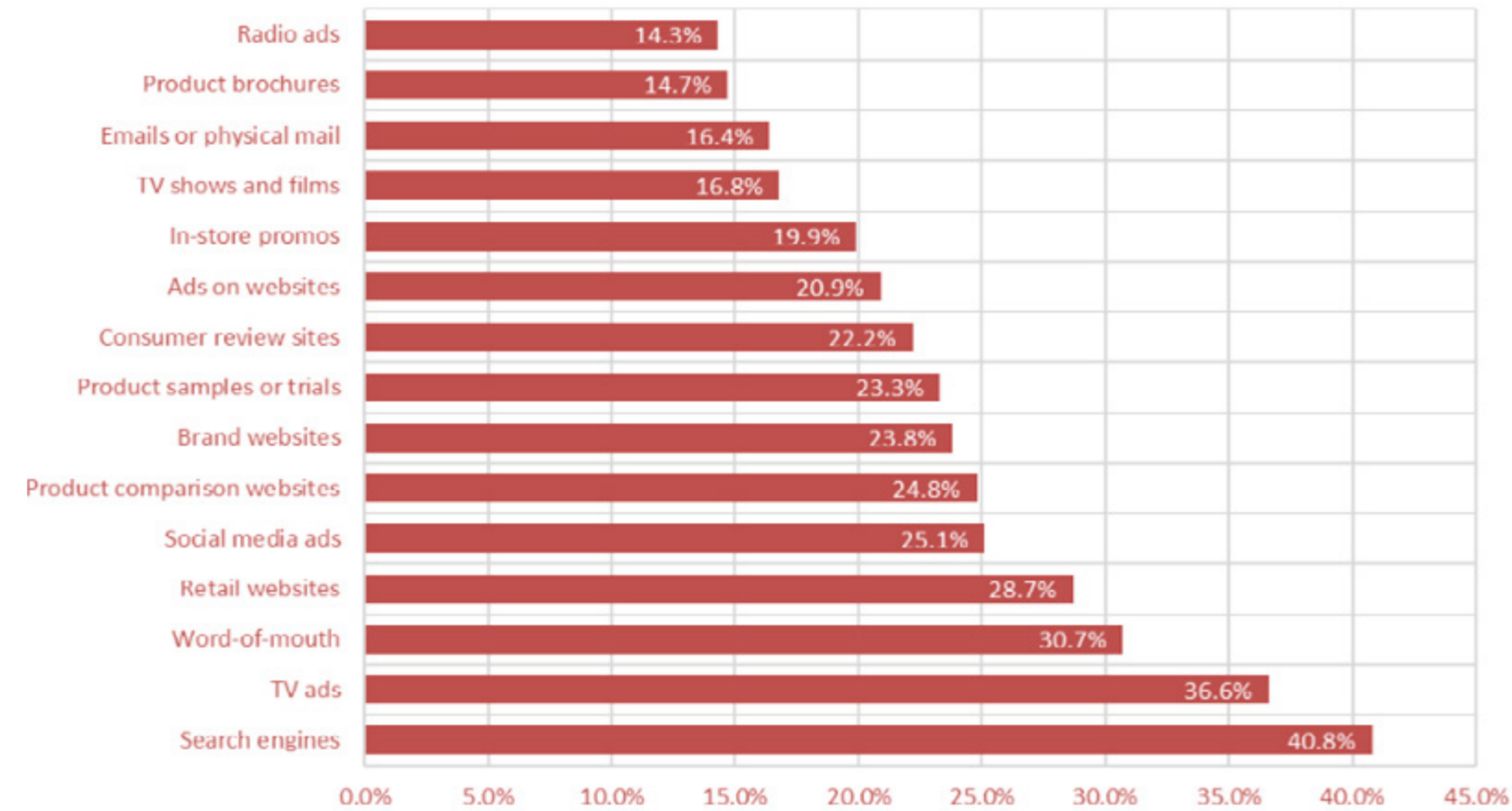
- Gain \$3 billion of global luxury furniture market share by 2032 by reinforcing the brand's luxury association.
- Increase global community engagement online by 2% after 1 year to develop awareness among luxury fashion consumers.
- Persuade potential, local customers to visit retail locations, increasing all 19 storefronts in Italy's combined foot traffic by 5% over 1 year.
- Increase sales of all product lines by curating more personal connections with influential customers. Eventually transfer their purchase intent to their "following".
- Compliment Hotel Lungarno and increase bookings and reservations by showcasing product line in the hotel's lobby and dining collection's restaurants.



Communication Mix



Most common sources of new brand, product, and service discovery among internet users in Italy as of 3rd quarter 2023



Statista, Survey by GWI, 16-64 year old Italian internet users.



Communication Mix

Primary Medium- Traditional Media and Events

Launch Party

Invites to Ferragamo's current core-customers, top Italian interior designers, and home-related press publications. (Qualitative Shopper)

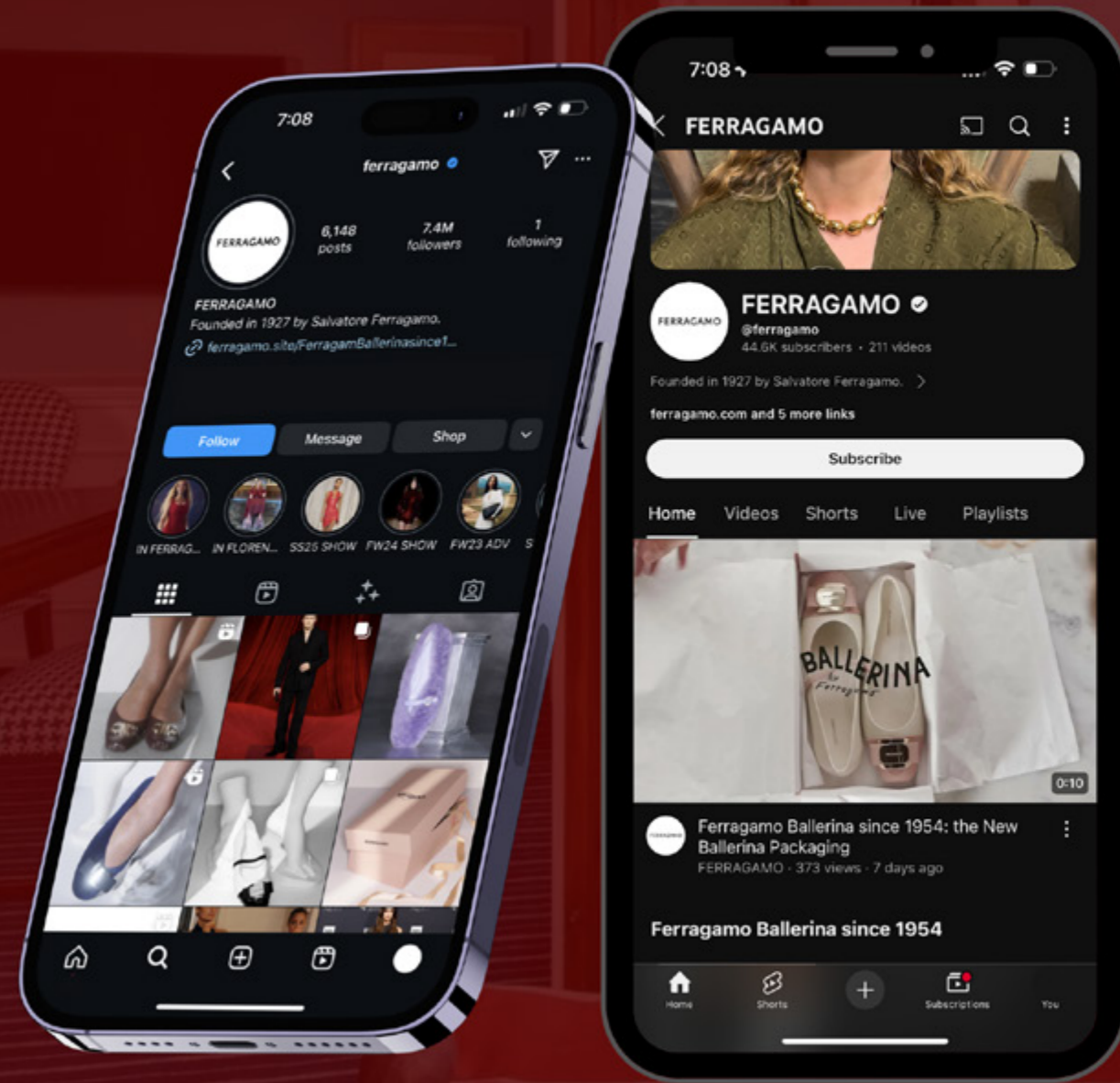
Events

To reach consumers that do not regularly engage with the brand online and showcase the quality of products in person. (Qualitative Shopper)

Magazines

Trade and consumer magazines to gain attention of audiences interested in home interior content. (Experience Home Remodeler)

Secondary Medium- Social Network and Digital Advertising



Banner Ads
Website

YouTube
44.6K subscribers
211 videos
.54% engagement rate

Instagram
7.4M followers
6,148 posts
.059% engagement rate

Facebook
1.9M followers
84 active ads
.012% engagement rate



Synergies

Primary Trade-offs

Traditional media and events limit ability to build awareness, but aim to reach consumers more willing to purchase.

Secondary Trade-offs

Digital advertisements and social networks used less by target consumers, but enough to forward interest created by magazines and events into purchase intent.

Cost-Efficiency

Content created at primary medium events can be used on digital media as a cost management tool.

Increase Recall

Exposures in niche traditional and digital media increase recall among individuals likely to purchase high end home interiors.

Leverage Existing Assets

Event at Hotel Lungarno peaks interest in new product line and hotel experiences allowing for in-person experiences with both.

Foster Engagement

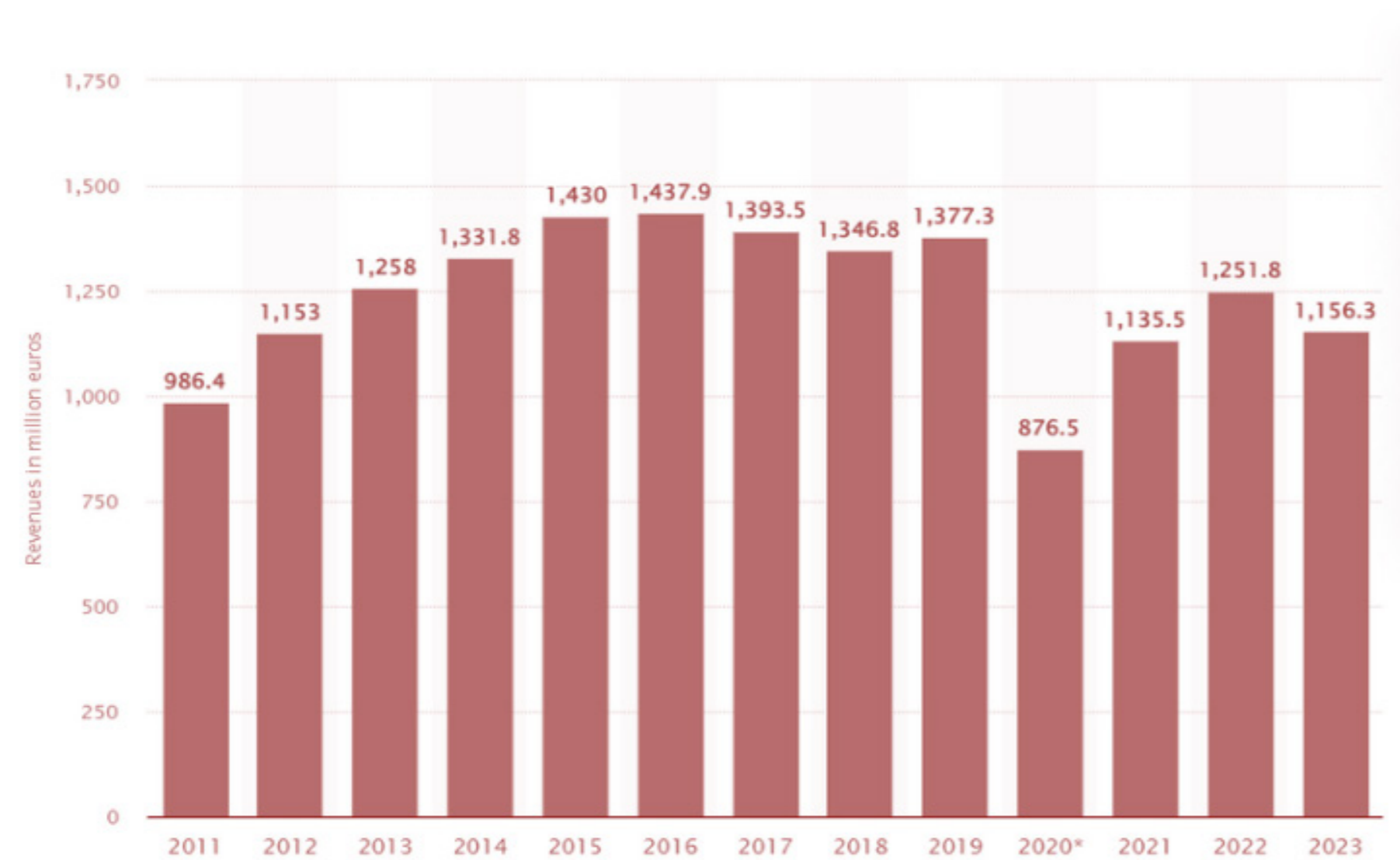
Social networks provide free user generated content, and increase likelihood of community engagement which traditional media lacks.

Retargeting Bounced Traffic

Secondary digital banner ads retarget bounced traffic without being seen as invasive and target consumers who already showed interest.

Budget Allocation

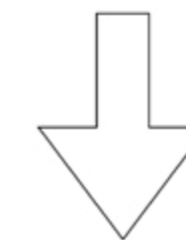




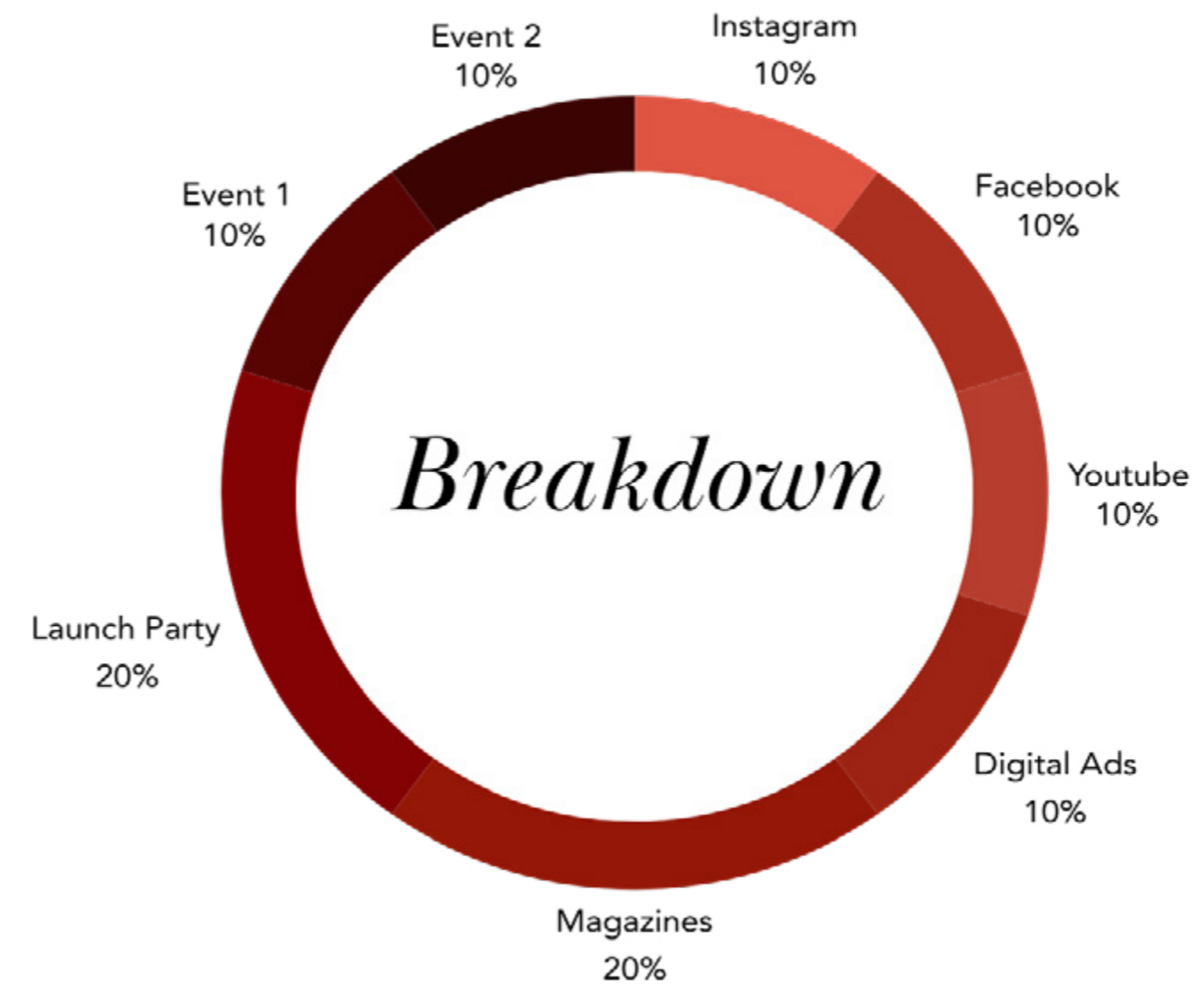
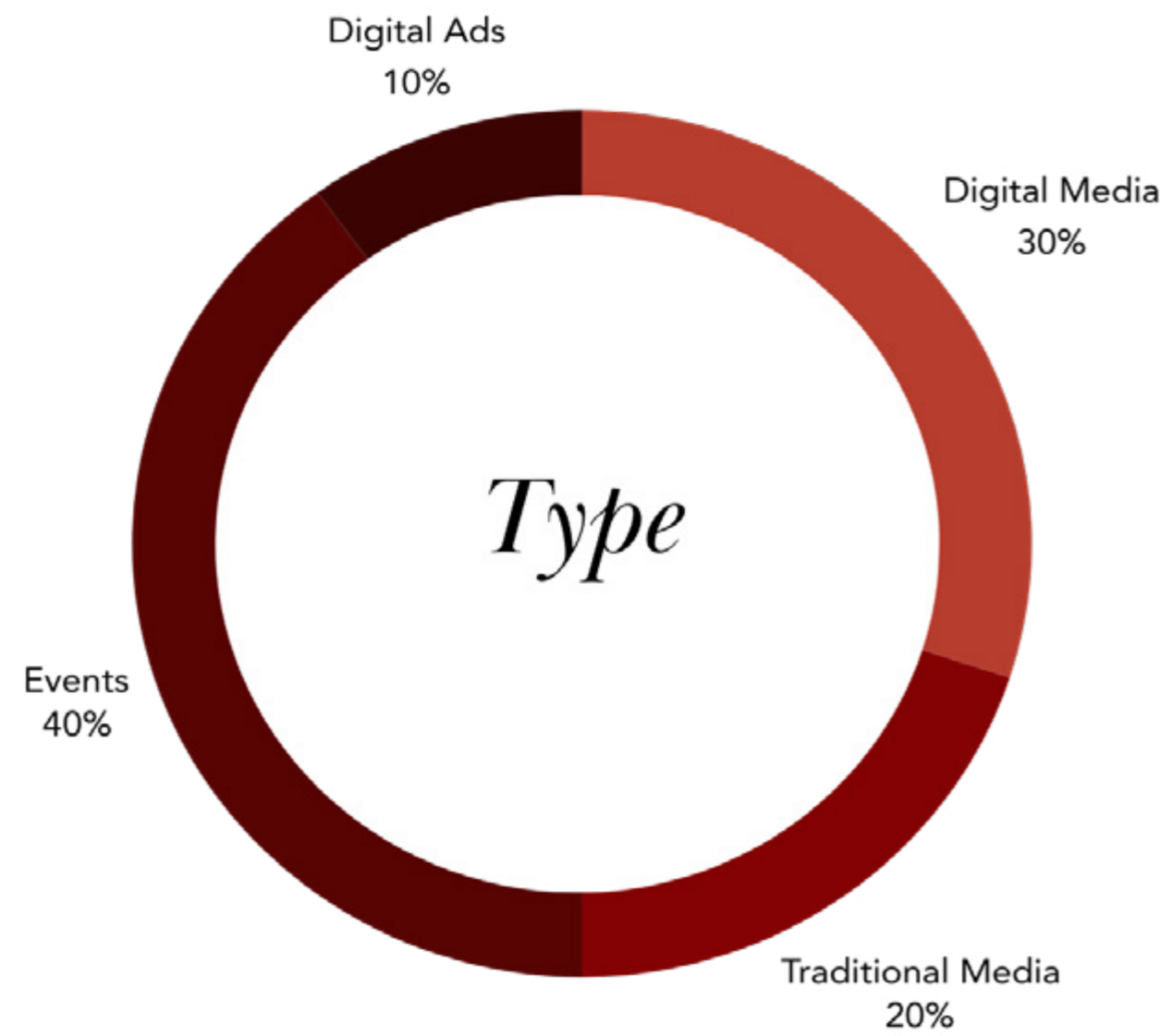
Ferragamo's revenue from 2011 - 2023, Statista.

Leveraging Ferragamo's revenue performance in 2023, we'll allocate **8%** based on the total for this IMC strategy, employing a combination of top-down and zero-based budgeting approaches to ensure optimal resource allocation and strategic alignment.

\$1.156 Billion



\$92.48 Million



Budget Allocation

Breakdown

\$92.48 Million

Digital Media (30%)

Instagram, YouTube, Facebook (10% each) - \$27,744,000

Traditional Media (20%)

Magazines - \$23,120,000

Digital Ads (10%) - \$9,248,000

Launch Event (40%) - \$46,240,000

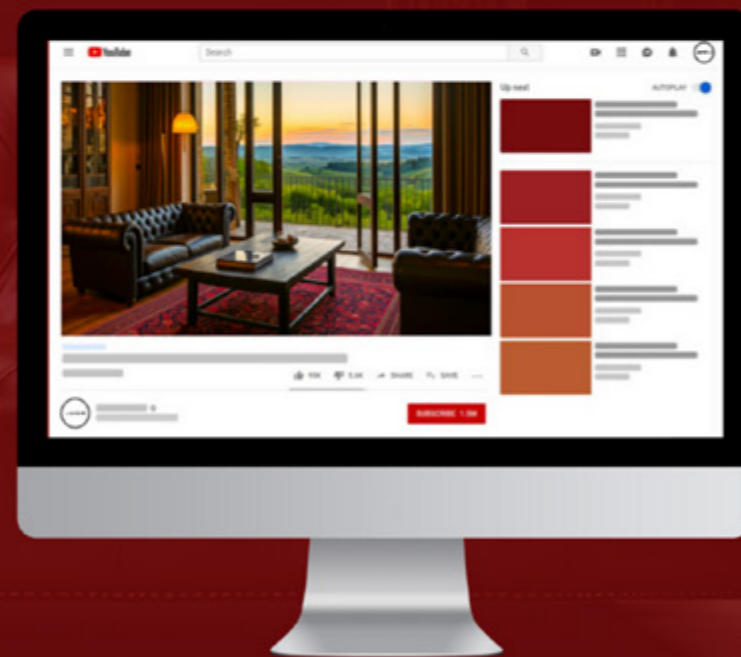
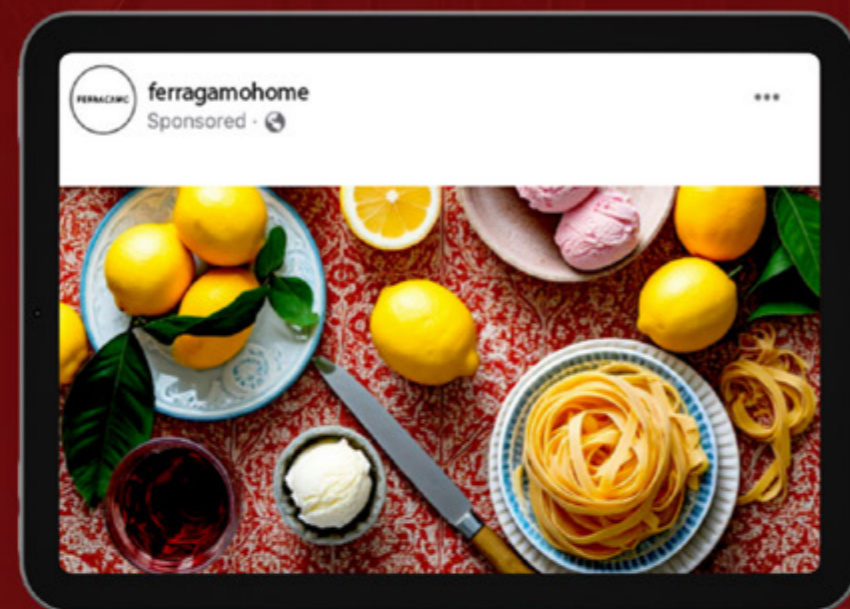
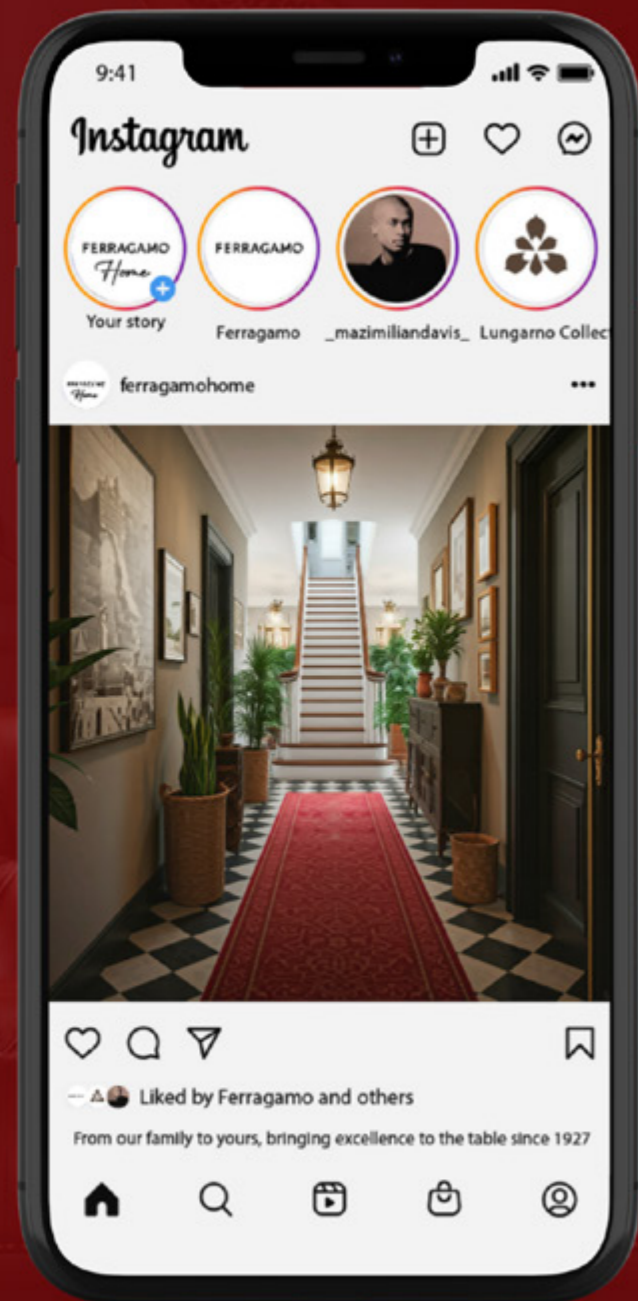
Event 1 (20%) - \$23,120,000

Event 2 (10%) - \$9,248,000

Event 3 (10%) - \$9,248,000



FERRAGAMO HOME



Social Media (30%): \$27,744,000

Objectives

- Brand Awareness: Increase visibility and reach for the new segment globally.
- Storytelling: Share compelling narratives about craftsmanship and exclusivity.
- Consumer Engagement: Build community and interact directly with the audience.
- Driving Sales: Convert social engagement into traffic and purchases.
- Feedback Collection: Gather consumer insights and feedback for improvements.

Tasks

- Content Strategy: Highlight Ferragamo's Italian heritage by blending luxury fashion with home decor storytelling.
- Influencer Collaborations: Partner with top Italian interior designers and influencers to promote the collection.
- Social Media Calendar: Create a content schedule around key Italian cultural events and trends.
- Visual Production: Develop high-quality visuals and videos showcasing home decor in elegant Italian settings.

Measurements

- Engagement Rate: Track likes, comments, and shares on posts.
- Reach and Impressions: Measure audience size and post visibility.
- Follower Growth: Monitor new followers, especially home decor enthusiasts.
- Website Traffic: Check social media-driven visits and purchases.
- Influencer Performance: Evaluate reach and engagement from influencer collaborations.
- Audience Research: Analyze local preferences to tailor messaging and product offerings.

Traditional Media (20%): \$23,120,000

Objectives

- Brand Positioning: Reinforce Ferragamo's luxury status through prestigious publications.
- Targeted Reach: Reach affluent audiences in niche lifestyle and design magazines.
- Visual Impact: Showcase the elegance and craftsmanship of home decor items.
- Credibility and Prestige: Enhance brand credibility by featuring in respected print media.
- Promotional Opportunities: Include exclusive offers or announcements to drive interest and sales.

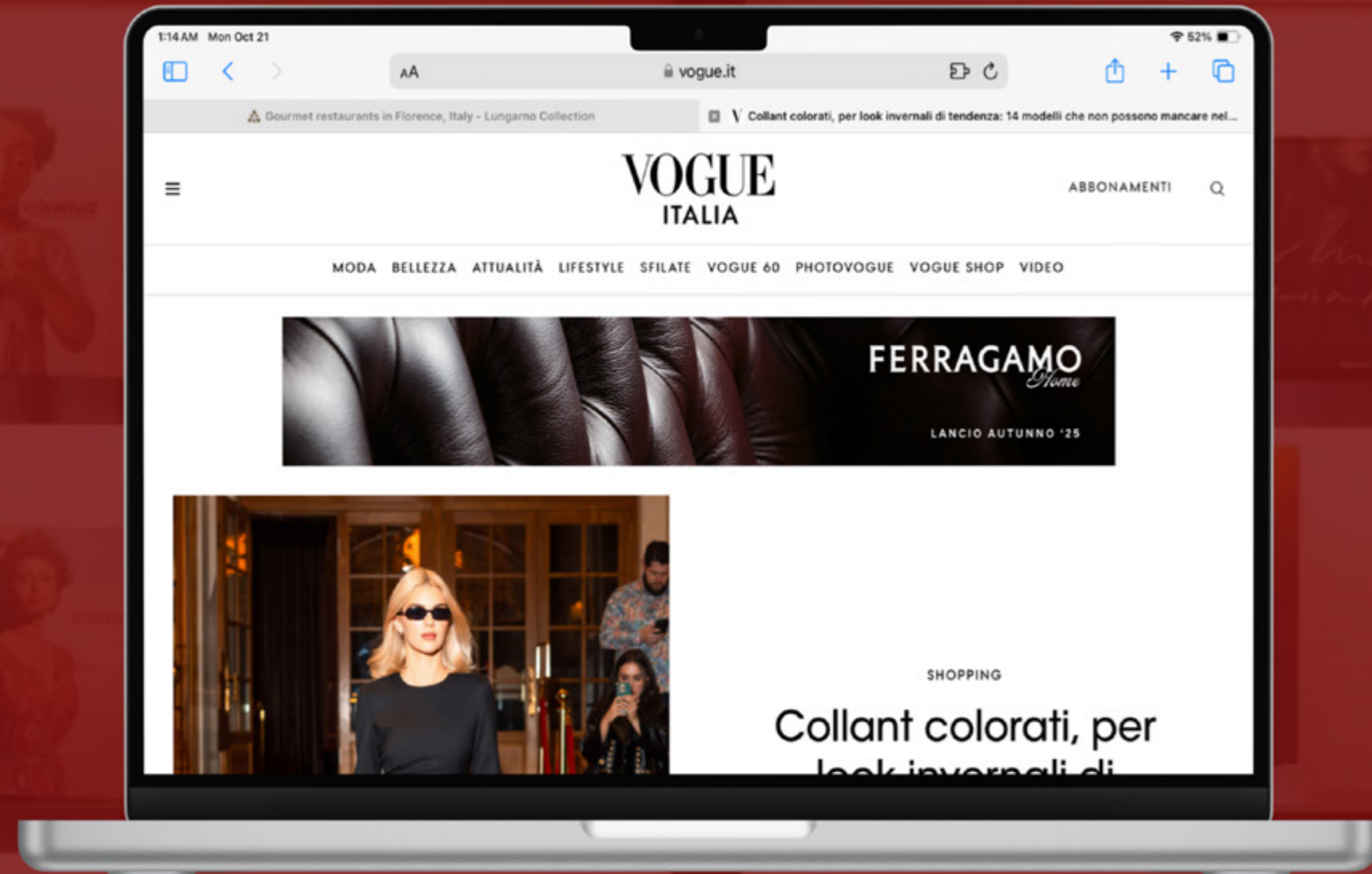
Tasks

- Ad Concept Development: Create luxury-aligned ad concepts.
- Visual Content Creation: Produce high-quality product visuals.
- Publication Selection: Choose upscale magazines targeting affluent audiences.
- Media Planning: Plan ad placement frequency and timing.
- Performance Tracking: Monitor inquiries and sales to evaluate effectiveness.

Measurements

- Inquiry Rate: Track the number of inquiries generated by the ads.
- Sales Conversion: Measure sales attributed to the print ads.
- Brand Awareness: Assess changes in brand recognition through surveys.
- Ad Reach: Analyze magazine circulation and demographics.
- Response Codes: Use QR or promo codes to track engagement rates.





Digital Ads (10%): \$9,248,000

Objectives

- Raise awareness of Ferragamo's new luxury home decor line.
- Showcase craftsmanship and premium materials aligned with the brand's heritage.
- Drive engagement by creating curiosity through interactive content.
- Reach affluent consumers in Italy who value high-end design.

Tasks

- Design luxury ad creatives highlighting craftsmanship.
- Target affluent Italian consumers.
- Create engaging visuals and interactive content.
- Track performance and optimize based on KPIs.

Measurements

- Impressions: Total number of times the ads are shown.
- Click-through Rate (CTR): Percentage of users who click on the ads.
- Engagement Rate: Interactions (likes, shares, comments) with the ads.
- Conversion Rate: Percentage of users taking desired actions (e.g., visiting product pages).
- Return on Ad Spend (ROAS): Revenue generated versus ad spend.
- Cost per Acquisition (CPA): Cost to acquire a customer through the ads.
- Audience Reach: Number of unique users exposed to the campaign.

Events (40%): \$46,240,000

Launch Party: Firenze (20%) - \$18,496,000

Event 2: Roma (10%) - \$9,248,000

Event 3: Milano (10%) - \$9,248,000

Objectives

- Brand Exposure: Generate media coverage and social media buzz for the new segment.
- Showcasing Products: Provide an immersive experience to appreciate the quality and craftsmanship.
- Audience Engagement: Connect with customers, influencers, and media to build relationships.
- Creating Exclusivity: Establish a sense of prestige around the new home decor segment.
- Feedback Collection: Gather real-time feedback on products and brand positioning.

Tasks

- Event Concept Development: Define the theme and vision that aligns with Ferragamo's brand identity.
- Venue Selection: Choose an upscale location that reflects the luxury aesthetic.
- Guest List Creation: Identify and invite key stakeholders, including influencers and media.
- Product Presentation: Organize displays to showcase the new home decor items.
- Marketing and Promotion: Develop a strategy to promote the event through social media and press releases.

Measurements

- Attendance Numbers: Track the number of guests compared to the target.
- Media Coverage: Measure the amount and quality of press coverage received.
- Social Media Engagement: Analyze engagement metrics on event-related posts.
- Audience Feedback: Collect feedback from attendees through surveys.
- Post-Event Sales: Monitor sales figures for the home decor segment following the event.

Events Details



Launch Event: Firenze

When: Evening of launch day in early October, 2025

Where: Hotel Lungarno Florence

What: A star-studded night of Italian hospitality in a newly furnished (with Ferragamo Home pieces) Hotel Lungarno Florence, the city where the Ferragamo story began in 1927. The event will showcase the new line and premier the Ferragamo Home film. Attendees can enjoy the best food and wine Italy has to offer while immersing themselves in the world of Ferragamo Home.

Who: Italian celebrities and socialites, the biggest names in the fashion and interior industry, core Ferragamo customers.





Launch Event: Roma

When: Mid-October, 2025

Where: Portrait Roma Hotel

What: This is a smaller, more intimate event for higher Roma clientele interested in ordering a Ferragamo Home piece. The event will once again feature food and drinks and a behind-the-scenes look at the excellent craftsmanship process of the home pieces.

Who: Clients local to the Rome area. Attendees can be invited or can purchase tickets.

Launch Event: Milano

When: Mid-October, 2025

Where: Portrait Milano Hotel

What: This is a smaller, more intimate event for higher Milano clientele interested in ordering a Ferragamo Home piece. The event will once again feature food and drinks and a behind-the-scenes look at the excellent craftsmanship process of the home pieces.

Who: Clients local to the Milan area. Attendees can be invited or can purchase tickets

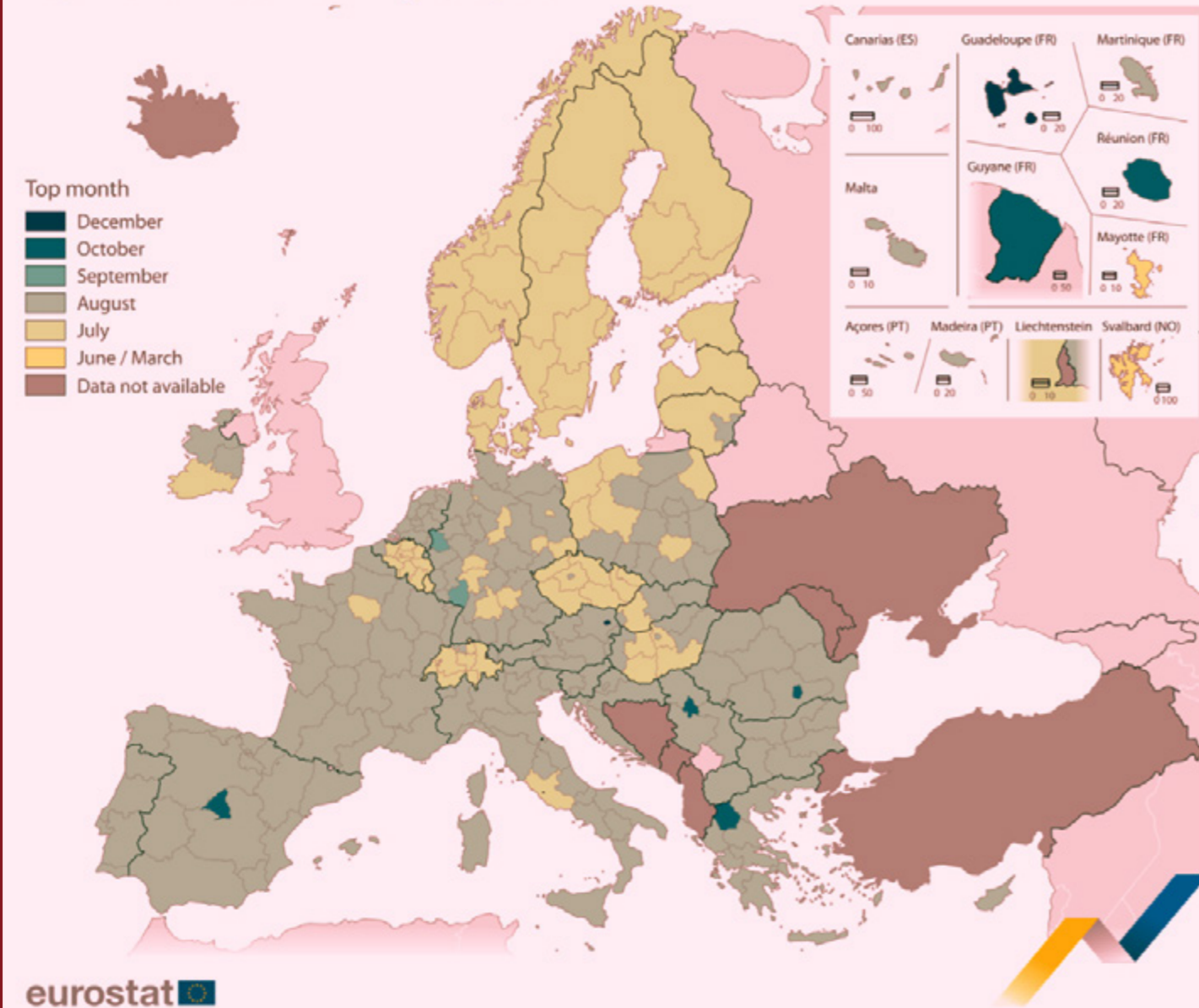


Time of Launch



Seasonality in tourist accommodation by NUTS 2 region, 2022

Top month in terms of nights spent



Eurostat (online data code: tour_occ_nin2m)

Administrative boundaries: EuroGeographics © UN-FAO © Turkstat
Cartography: Eurostat - IMAGE, 11/2023

Strategic Launch

The line extension will launch in early October, 2025, following Milan Fashion Week and during a lower tourism season than summer or holiday time.

Fashion week is a time when brand visibility and consumer demand are already high.

“Made in Italy is our Strength.” During Milan Fashion Week, all eyes are on Italian fashion, a tribute to the country's rich culture and passionate craftsmanship excellence. (Chitrakorn)

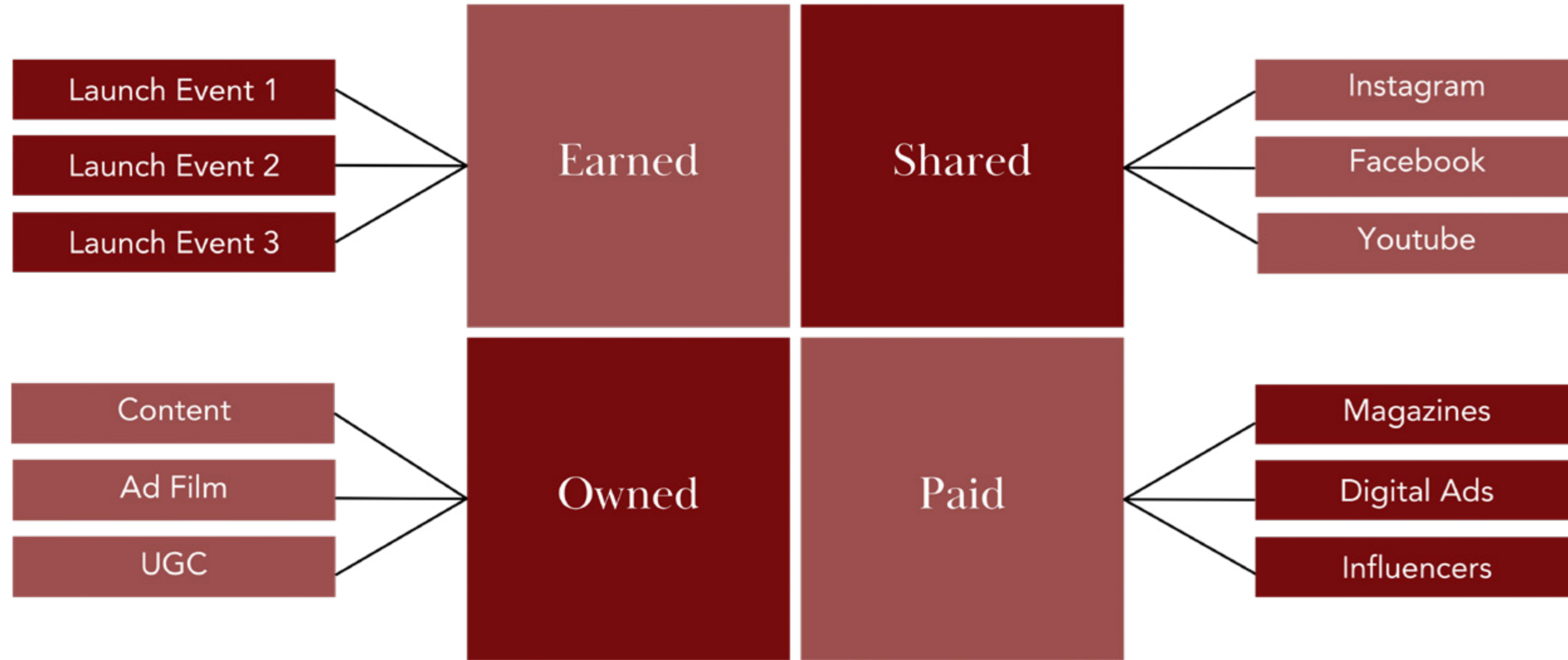
Buzz around Ferragamo will already be heightened as a result of fashion week. Launching directly following will increase visibility for both the new line extension and the recent runway collection.

According to Eurostat, July and August are the top tourism months for Italy.

Launch Schedule

Strategic communication mix across pre-launch, launch, and post-launch phases, tailored to amplify the debut of Ferragamo's highly anticipated new home collection.

| | Pre-Launch | | | Launch | Post-Launch | | |
|----------------|------------|--------|-----------|---------|-------------|----------|---------|
| | July | August | September | October | November | December | January |
| Instagram | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Youtube | | | ■ | | | | |
| Facebook | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Magazines | | | ■ | | | | |
| Digital Ads | | | | ■ | ■ | ■ | ■ |
| Ad Film | | | | ■ | | | |
| Launch Event 1 | | | | ■ | | | |
| Launch Event 2 | | | | ■ | | | |
| Launch Event 3 | | | | ■ | | | |



Activity Map

For the launch of Ferragamo's new home collection, our IMC strategy will integrate earned, owned, shared, and paid media to create a dynamic, multi-channel campaign.

Earned media will generate organic buzz through events, owned media will showcase the collection across Ferragamo's digital platforms, shared media will foster social engagement and community-driven content, and paid media will amplify reach with targeted ads and high-impact partnerships to drive both awareness and sales.



Creative Idea Development

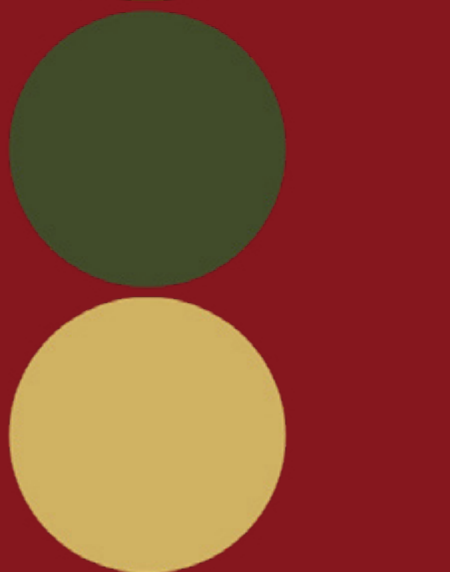


Big Idea

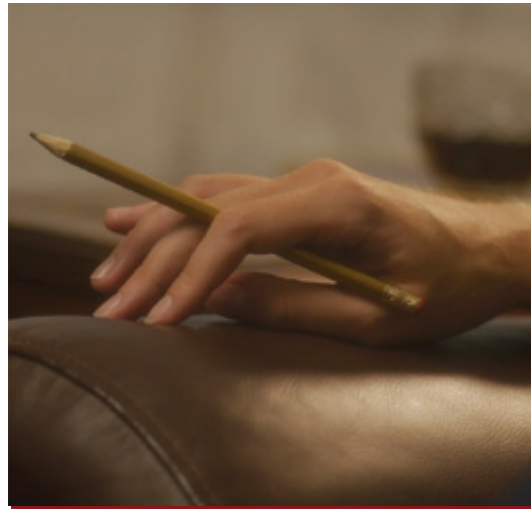
Exemplifying Italian Culture & Craftsmanship

At the heart of the Ferragamo Home line extension are culture and craftsmanship values deeply rooted in Italy. The advertisement aims to appeal to consumers' emotions by creating an Italian gathering scene featuring pasta, wine, and passionate conversation. The ad will showcase furniture elements but focus on storytelling, emphasizing that the line is more than just products.





Idea
Moodboard



Host is thinking about last minute details for dinner



Host writes down her ideas for the dinner



Host preps home for her guests' arrival



Guests seating down using the new home line



Flashback to host setting the table



Present time having dinner with guests

Story Board



Flashback to host setting lighting the candles



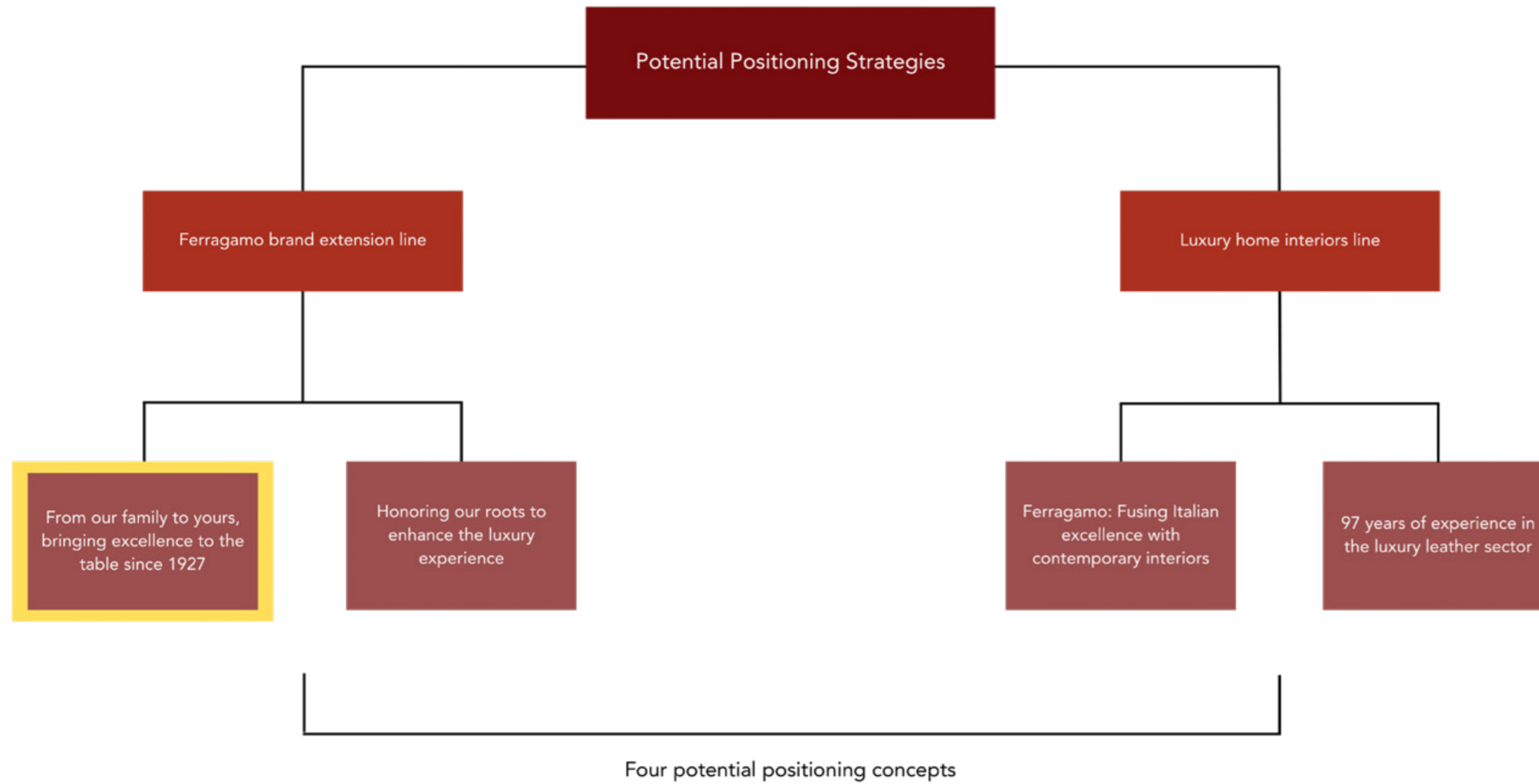
Flashback to guests giving Ferragamo gift to host



Present time gathered around the table having dinner



Ending scene with fading background and logo



Explorative Concept Testing

Qualitative exploration: focus group & execution of campaign

Leveraging surveyors aligned with the demographic insights from our initial progress report, we presented two potential positioning strategies: one that emphasizes emotional resonance through a curated brand extension for Ferragamo, and the other as a standalone home interiors line, rooted in their expertise in leather craftsmanship.



Preliminary Subjective Evaluations of Executions

Cognition

Which execution is easiest for people to understand?

We will produce a video campaign that highlights the new home line through an immersive film, reflecting Ferragamo's core values of Italian heritage and leather craftsmanship, plus the importance of family and hospitality rooted in their origins.

Affection

Which execution will elicit the desired associations?

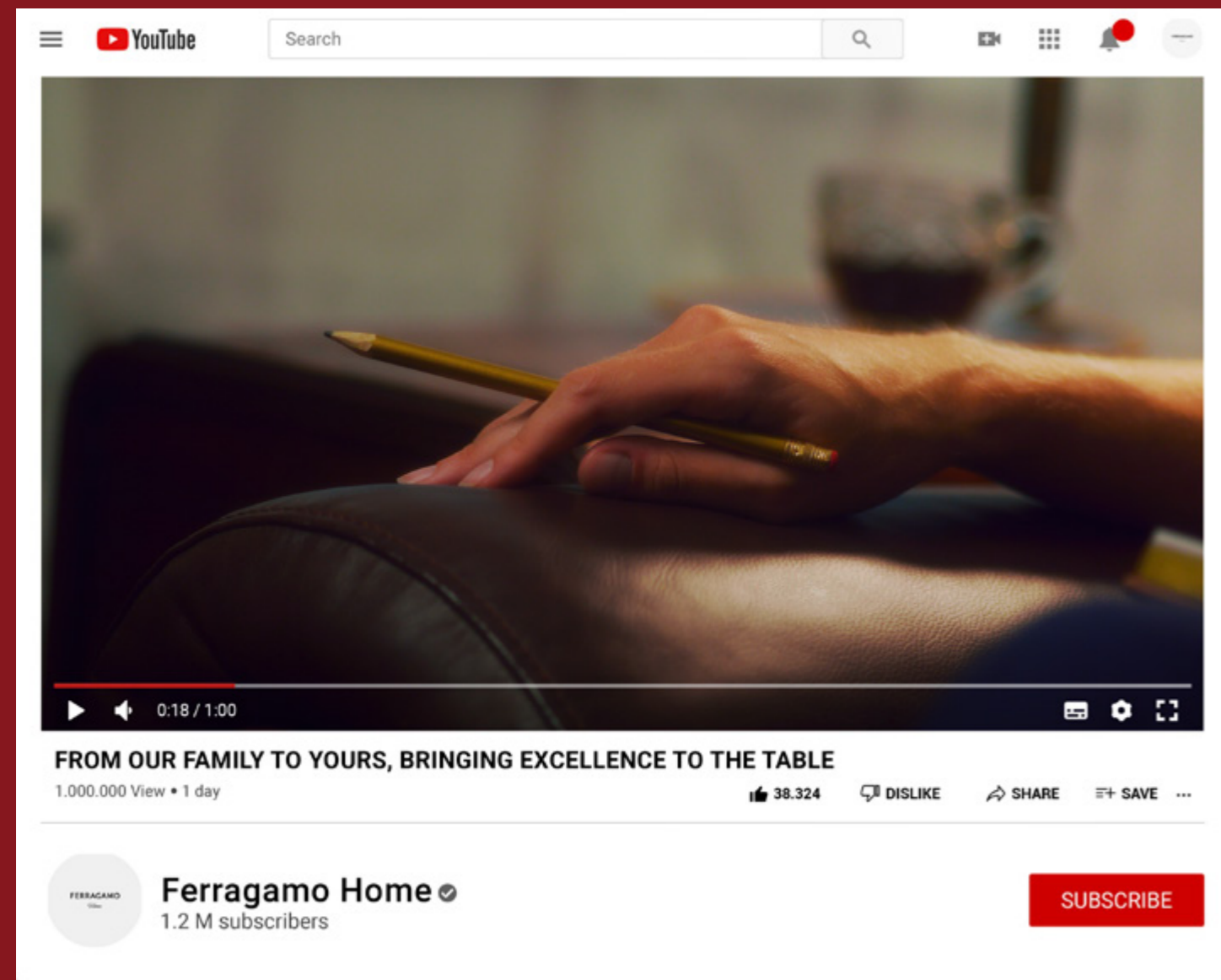
Woman hosting & cooking, homemade Italian food, home interior details, comforting home atmosphere, guests who are friends/family.

Conation

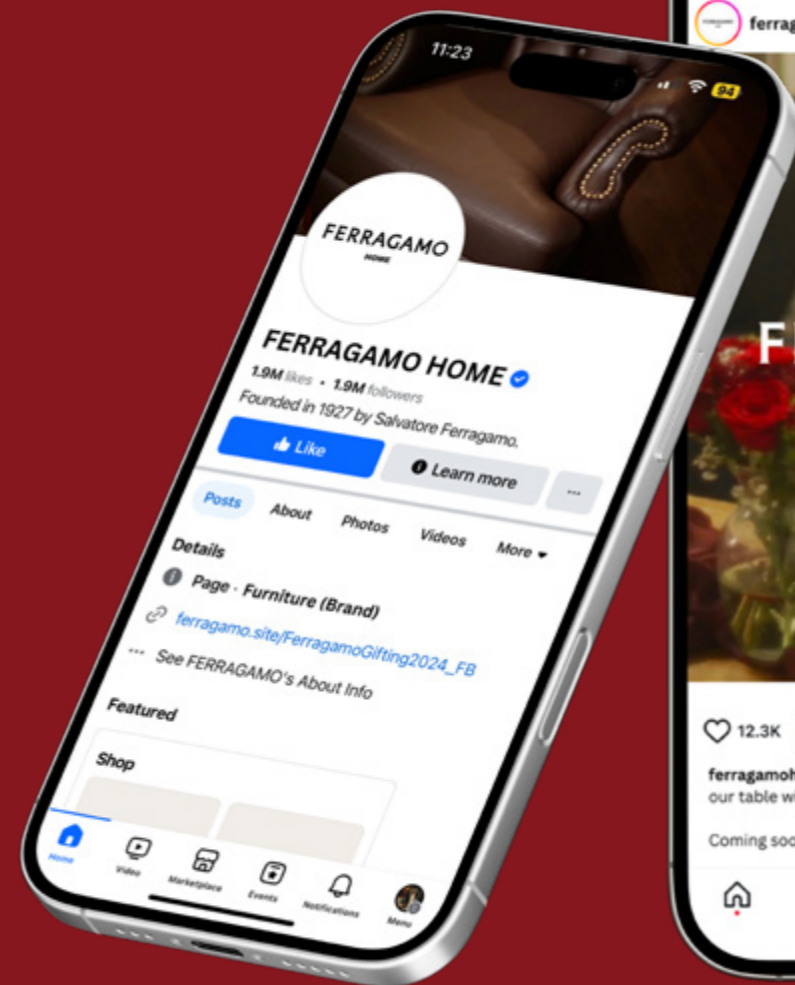
Which execution (and its message) is more persuasive?

The film will engage viewers' senses and emotions through hedonistic imagery, enhancing its persuasive impact to encourage deeper audience engagement.

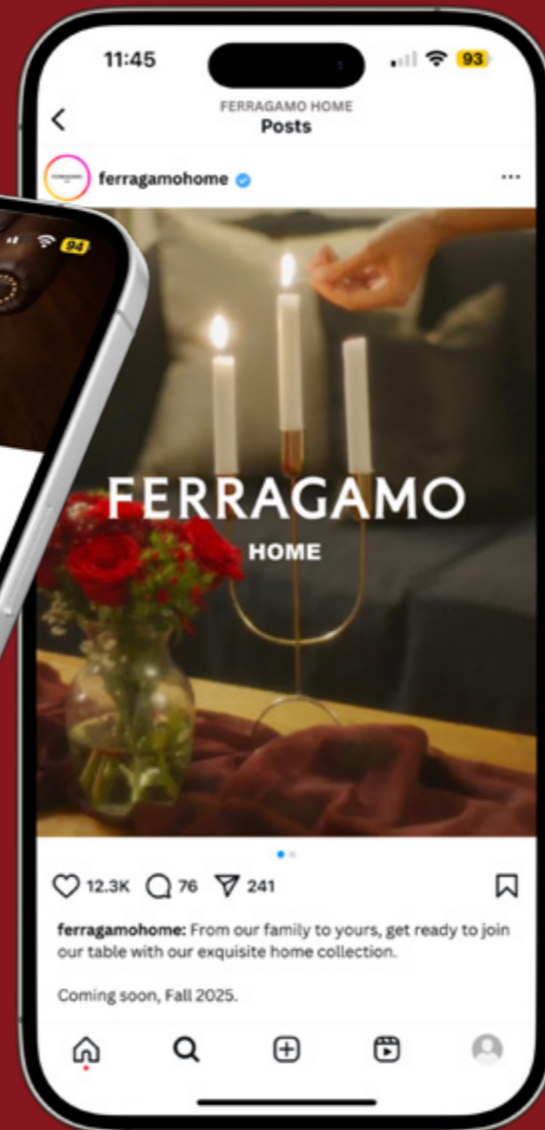
Collaterals



YouTube interface showing a video player with a close-up of a hand holding a pencil over a leather surface. The video title is "FROM OUR FAMILY TO YOURS, BRINGING EXCELLENCE TO THE TABLE" with 1,000,000 views. The channel is Ferragamo Home with 1.2 M subscribers. A red "SUBSCRIBE" button is visible.



Smartphone displaying the Ferragamo Home Instagram profile. The profile name is FERRAGAMO HOME, with 1.9M likes and 1.9M followers. It is a Furniture (Brand) page. The bio mentions it was founded in 1927 by Salvatore Ferragamo. A link to ferragamo.site/FerragamoGifting2024_FB is provided. The phone also shows a "Shop" section.



Smartphone displaying a post from Ferragamo Home. The post features a close-up of a hand holding a lit candle. The text reads "FERRAGAMO HOME" and "ferragamohome". The post has 12.3K likes, 76 comments, and 241 shares. The caption says: "ferragamohome: From our family to yours, get ready to join our table with our exquisite home collection. Coming soon, Fall 2025."



Conclusion

Ferragamo's launch of its new home collection represents a strategic brand extension that not only addresses revenue growth opportunities, as our research indicates the home decor sector—particularly in the luxury segment—is experiencing significant growth, but also strengthens the brand's market presence and recall across diverse consumer segments.

Through our Integrated Marketing Communications (IMC) campaign, we will effectively target key market segments, ensuring a seamless introduction of this new product category. This will enhance Ferragamo's positioning in the luxury market, reinforcing its status as a leader in both fashion and high-end home design.





Works Cited

Alyn Griffiths | 18 March 2024 [Leave a comment](#). "Vincent van Duysen Transforms Milanese Palazzo into 'Sensual' Ferragamo Store." Dezeen, 15 Mar. 2024,

www.dezeen.com/2024/03/18/vincent-van-duysen-milan-ferragamo-store/.

Armani / CASA | Armani, www.armani.com/en-us/experience/armani-casa.

Business of Fashion. Ferruccio Ferragamo. Business of Fashion. <https://www.businessoffashion.com/people/ferruccio-ferragamo/>.

"Communication challenges in the luxury sector." The Editorialist, <https://www.the-editorialist.com/en/content-creation-in-the-luxury-sector/>.

Designer Home & Furniture | Luxury Homeware | Harrods UK, www.harrods.com/en-gb/shopping/home-furniture.

"Dolce&Gabbana® Casa: Furniture and Home Accessories." Dolce&Gabbana® Casa | Furniture and Home Accessories, www.dolcegabbana.com/en-us/casa/.

Ewen, Lara. "Ferragamo profit plummets 73%." Fashion Dive, 2 August 2024, <https://www.fashiondive.com/news/Ferragamo-profit-decline-73-percent-H1-2024/723149/>.

"Fendi Casa." Royal Interiors, royalinteriors.com.sg/collections/fendi-casa.

Fendi Casa, www.fendicasa.com/en/.

Fendi Private Suites: Luxury Hotel Rome in City Centre. (n.d.). Fendi Private Suites. <https://www.fendiprivesuites.com/> Shoaib, M. (2024, August).

Ferragamo profits plunge 73% in H1. Vogue Business; Vogue Business. <https://www.voguebusiness.com/story/companies/ferragamo-profits-plunge-73-in-h1>.

Harrison, Annabel. "How Interiors Became Fashion's New Frontier." Luxury London, 10 Aug. 2023, luxurylondon.co.uk/lifestyle/interiors/why-more-fashion-brands-are-moving-into-interiors/.

Hermès Home, Outdoor and Equestrian Goods | Hermès USA, www.hermes.com/us/en/category/home-outdoor-and-equestrian/.

"Home Collection." Missoni Spring-Summer 2023 Home Collection, www.missoni.com/en-ba/home-collection/.

"Hotel Lungarno Florence - 5 Star Hotel in Florence, Italy." Lungarno Collection, 10 Jan. 2024, www.lungarnocollection.com/hotel-lungarno/.

"How to Conduct Luxury Market Research Like a Pro - Pollfish Resources." Resources Pollfish, <https://resources.pollfish.com/market-research/how-to-conduct-luxury-market-research-like-a-pro/>.

"Italian Luxury Interiors." Italian Luxury Interiors, italianluxuryinteriors.com/.

"Italy: Share of Individuals Owning a Residential Property by Age 2023." Statista, 2 Aug. 2024, www.statista.com/statistics/805226/share-of-individuals-owning-a-primary-residential-property-in-italy-by-age/#:~:text=Individuals%20owning%20a%20primary%20residential%20property%20in%20Italy%202023%2C%20by%20age%20groups&text=According%20to%20data%2C%20the%20share,25%20to%2034%2Dyear%20olds. Accessed 27 Sept. 2024.

"Luxury Furniture Market Size, Analysis: Growth Report [2032]." Luxury Furniture Market Size, Analysis | Growth Report [2032], 2024, www.fortunebusinessinsights.com/luxury-furniture-market-107326. Accessed 27 Sept. 2024.

"Luxury Hotels in Florence, Rome and Milan, Italy." Lungarno Collection, 12 Sept. 2024, www.lungarnocollection.com/?gad_source=1&gclid=CjwKCAjw6c63BhAiEiwAF0EH1LSdKEslm9fWcHb3ur1D45izTCaOVNjQYOeEix57QBYVs6-RMqBqGhoCXvoQAvD_BwE. Accessed 27 Sept. 2024.

"Our Commitment: Ferragamo Sustainability." Our Commitment | Ferragamo Sustainability, sustainability.ferragamo.com/en/our-commitment/#:~:text=Creativity%2C%20innovation%20and%20craftsmanship%20excellence,and%20realization%20of%20each%20creation. Accessed 27 Sept. 2024.

"Overview." Ferragamo Group, group.ferragamo.com/en/group/group-overview. Accessed 27 Sept. 2024.

Reuters. "Dolce & Gabbana's Operating Loss Widens to 13 Million Euros in 2023-24." US News & World Report, U.S. News & World Report, 2023, money.usnews.com/investing/news/articles/2024-09-04/dolce-gabbanas-operating-loss-widens-to-13-million-euros-in-2023-24. Accessed 30 Sept. 2024.

"SALVATORE FERRAGAMO SPA IN LUXURY GOODS (WORLD)." Euromonitor International, 21 Oct. 2019, www.euromonitor.com/. Accessed 27 Sept. 2024.

Salvatore Ferragamo. Salvatore Ferragamo Group Annual Report as at 31 December 2023. Salvatore Ferragamo S.p.A., 31 December 2023, <https://cdn.ferragamo.com/cdn/investor-relations/financial-documents/2023/en/AnnualReport2023.pdf>.

Statista. "Bulgari Brand Awareness, Usage, Popularity, Loyalty, and Buzz among Jewelry Owners in Germany in 2022." Statista, Statista Inc., 13 Dec 2022, <https://0-www-statista-com.library.scad.edu/forecasts/1352109/bulgari-jewelry-brand-profile-in-germany>.

Statista. "Bulgari Brand Awareness, Usage, Popularity, Loyalty, and Buzz among Jewelry Owners in The United States in 2024." Statista, Statista Inc., 3 May 2024, <https://0-www-statista-com.library.scad.edu/forecasts/1351941/bulgari-jewelry-brand-profile-in-the-united-states>.

The History. (2009). Ferragamo.com. <https://group.ferragamo.com/en/group/group-history>.

"The World of Italian Craftsmanship and Design." Luxury Furniture and Handmade Décor, artemest.com/.

Williams, Robert. "LVMH's Fendi Names New CEO amid Management Reshuffle." The Business of Fashion, 27 May 2024, www.businessoffashion.com/articles/luxury/lvmhs-fendi-names-new-ceo-amid-management-reshuffle/#:~:text=While%20LVMH%20does%20not%20disclose. Accessed 30 Sept. 2024.

Zargani, Luisa. "Armani Group Reports Revenues, Profit Growth in 2023." WWD, WWD, 29 July 2024, [wwd.com/business-news/financial/giorgio-armani-follows-own-strategy-reports-gains-2023-sales-profit-1236508660/](https://www.wwd.com/business-news/financial/giorgio-armani-follows-own-strategy-reports-gains-2023-sales-profit-1236508660/).

Ang, Lawrence. Principles of Integrated Marketing Communications. Port Melbourne, Vic., Cambridge University Press, 2021.

Chitrakorn, Kati. "Fashion Week Briefing: How Milan Found Its Quiet Power." Vogue Business, 26 Sept. 2023, www.voguebusiness.com/fashion/fashion-week-briefing-how-milan-found-its-quiet-power. Accessed 21 Oct. 2024.

DataReportal, et. al. "Most Common Sources of New Brand, Product, and Service Discovery among Internet Users in Italy as of 3rd Quarter 2023." Statista, Statista Inc., 21 Feb 2024, <https://0-www-statista-com.library.scad.edu/statistics/1371090/main-channels-of-new-brand-discovery-italy/>. Accessed 15 Oct. 2024.

Ferragamo. Facebook, <https://www.facebook.com/FERRAGAMO>. Accessed 21 Oct. 2024.

Ferragamo. (@ferragamo). Instagram, <https://www.instagram.com/ferragamo/>. Accessed 21 Oct. 2024.

Guide, Step. "23 Important KPIs for Measuring Event Success." Bizzabo, <https://www.bizzabo.com/blog/kpis-to-measure-event-success>. Accessed 21 October 2024.

Hardie, Bruce G.S., et al. "The Logic of Product-Line Extensions." Harvard Business Review, 1 Aug. 2014, hbr.org/1994/11/the-logic-of-product-line-extensions. Accessed 21 Oct. 2024.

RivalIQ. Quid, Inc., 2012. <https://app.rivaliq.com/overview>. Accessed 20 Oct. 2024.

"Statistics Explained." Statistics Explained, Nov. 2023, ec.europa.eu/eurostat/statistics-explained/index.php?title=Tourism_statistics_-_seasonality_at_regional_level&oldid=585079#August_is_the_top_tourism_month_in_the_EU. Accessed 21 Oct. 2024.

Stott, Rob. "Report Dives into Furniture Shopping Habits." Nationwide Marketing Group, 6 Oct. 2023, www.nationwidegroup.org/report-dives-into-furniture-shopping-habits/. Accessed 21 Oct. 2024.

Varga, Sabina. "How Social Media Measurement Unlocks Effective Strategies." Socialinsider, 17 July 2024, <https://www.socialinsider.io/blog/social-media-measurement/>. Accessed 21 October 2024.

"What Are The Dimensions Of A Magazine." Tools Patrol, 27 June 2024, <https://toolspatrol.com/what-are-the-dimensions-of-a-magazine/>. Accessed 21 October 2024.

"Worldwide revenues of Salvatore Ferragamo 2023." Statista, 10 May 2024, <https://www.statista.com/statistics/619895/revenues-salvatore-ferragamo-in-italy-timeline/>. Accessed 17 October 2024.

"6 Social Media Goals That Drive Results for Businesses." WebFX, <https://www.webfx.com/blog/social-media/social-media-goals/>. Accessed 21 October 2024.

"16 Must-Measure Digital Marketing Metrics for Marketers." WebFX, <https://www.webfx.com/digital-marketing/learn/digital-marketing-metrics/>. Accessed 21 October 2024.