



MICHAEL KORS



UNLOCKING THE FASHION MINDSET

USING MINDSETS TO CREATE MORE EFFECTIVE CONSUMER ENGAGEMENT



MICHAEL KORS

THE CHALLENGE

As a global fashion brand, Michael Kors has plenty of transactional data to support their understanding of customers' physical shopping behaviours. However, it had far less understanding of customers motivations, attitudes and views about fashion generally. As the challenge to maintain a multichannel approach to retailing intensified, the brand need to find more effective ways in which to target and convert more consumers to the brand both online and offline

OUR APPROACH

Our aim was to unlock the different fashion mindsets that could help the client communicate more effectively with discrete groups of consumers whether via in-store interaction, online or through brand advertising. Pivotal to achieving this was to examine the extent to which different groups of consumers may act in certain ways based on the personal beliefs they hold about fashion



UNLOCKING THE FASHION MINDSET

FROM DATA TO MINDSETS

Via qualitative research we quickly established a widespread set of attitudes towards fashion choices, different retailer brands and peoples' shopping experiences. These attitudinal 'beliefs' were then quantified via online research with more than 10,000 Michael Kors customers and fashion consumers across the EU. Subsequent multivariate analysis then allowed us to identify six key personalities associated with personal fashion 'truths' and different 'mindsets' that consumers hold at various points during the purchase journey

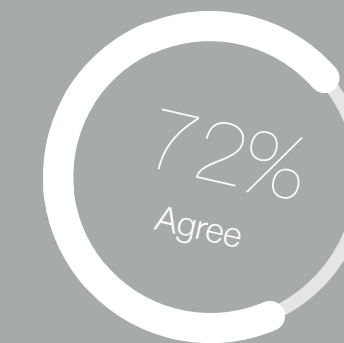
POSITIVE OUTCOMES

In creating fashion 'mindsets' we were able to help our client identify which customers would be most profitable for them in the long run and identify what specific messaging would be most effective based on each different persona. This mindset approach to marketing has led to an overall increase in consumer responsiveness to brand marketing initiatives without increasing communications spend



QUALITATIVE

30 immersive fashion consumer interviews and retail safaris



QUANTITATIVE

10,000+ online interviews and multivariate analysis of data across 8 EU markets to identify and create six 'mindset' based fashion personalities



TABLET

Creation of in-store, tablet-based 'mindset' tool to help retailers identify individual customer personalities at P.o.S

