

Victoria's Secrets

Name

Institution

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Instructors Name

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Victoria's Secrets Marketing Campaign

Due to the increased competition in consumer goods markets, organizations are now aware that they do not only have to sell high quality goods but also need to implement various marketing strategies that will ensure that they not only create awareness about their product offering but also convince the customer that a particular product is the only product available in the market that can meet and probably exceed the customer's needs (Kotler and Keller, 2011). In particular, organizations adopt different marketing campaigns that are aimed at persuading prospective customers to buy specific products made by specific brands. On the other hand, in order for the marketing campaigns adopted to be effective, organizations have to conduct extensive market research in order to ensure that what they are selling in the market will appeal to the prospective customers.

In perspective of the fashion industry, Victoria's Secret is one of the market leaders in this particular sector. Victoria Secret's stores that stock various types of clothing like shoes, lingerie, skirts and shorts as well as other products that ladies like to wear have always experienced high numbers of customers who frequent the stores in order to buy Victoria's Secret items (Victoria's Secrets, 2012). Nevertheless, it is important to note that there are other various stores such as Lord and Taylor that also sells similar products to what Victoria's Secrets stores sell. In order for Victoria's Secret to ensure that the products sold appeals to potential customers, the company adopts various marketing campaigns which among others consist of catalogues, newspaper adverts and televised fashion shows that mainly aim at positioning Victoria's Secret products as the only products that would enhance a ladies image and at the same time boost their morale (Zmuda, 2010).

One of what can be argued to be among the most popular and effective marketing campaigns implemented by Victoria's Secret kicked off in September 2004 and consisted a lot of different elements in it. One of the different elements of this particular marketing campaign is that it was mainly targeted towards young ladies aged between 18 and 22 years old as the company targeted to sell trendy products to this particular segment. In order to ensure that the awareness of the product offering was created, the company decided to advertise the clothes in various universities that among others included University of Minnesota (Alison, 2008). That marketing campaign can be argued to have been successful since the company could interact with young ladies studying in the universities and establish what they really required and at the same time sell the products to the ladies.

Another successful marketing campaign implemented by Victoria Secret is the 'Love Your Body' campaign which was aimed at celebrating the most popular and best selling Victoria bra lines. The effective marketing campaign started popular models in the new bras and flirty boys' shorts against a stark studio backdrop. The campaign can be argued to have been effective since it promoted sex and sexuality as being one of the most important aspects to any modern young lady. While majority of people were opposed to the idea of focusing on sex, the company's management can be argued to have viewed the situation differently. The management understood that any young lady would like to feel beautiful implying that she has to wear sexy outfits for that to happen. According to Victoria Secret, the young lady does not have to wear expensive brands like Prada since she might not afford them. Instead, the campaign gave the message that the young ladies should wear Victoria Secret's products that will make her feel confident and beautiful (Zmuda, 2010).

In conclusion, it can be stated that the various marketing campaigns that have been implemented by Victoria's Secrets have been effective in helping the company emerge as one of the market leaders in the fashion industry. The company's success can be attributed to the company understanding the needs of the market and then producing various products that meet the established needs. The fact that the company has a lot of loyal customers means that the company gives value to its customers implying that there is no need for the company to change any of its marketing strategies which have been argued by some critics as been very sexy.

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