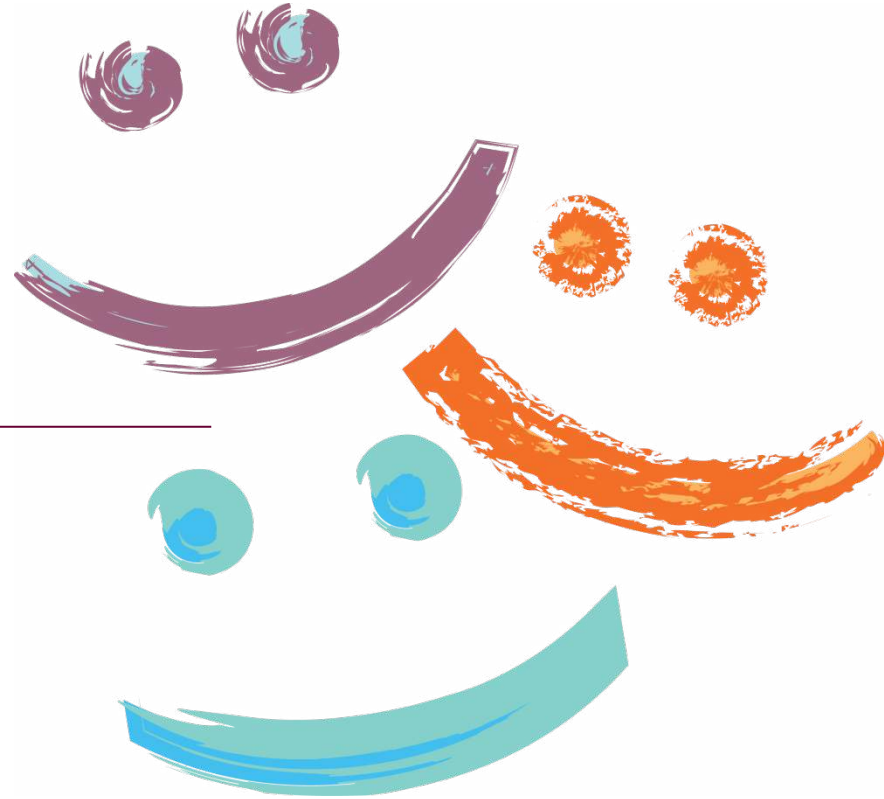


# SMILE!

## BUSINESS - SUSTAINABILITY PROJECT

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# ANTHROPOLOGIE

## Short description

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- Anthropologie is a retail chain of the Urban Outfitters, Inc. (UOI) group, Headquartered in US, that sells women's apparel and accessories, home furnishings and decorative items.
  - It sells experiences, originality, differentiation, stories and cultural wealth not just clothes and furnishings.
  - They are well known for the experience that they offer, for the window display design and the different story and universe that each shop offers - they spend money on experience, not on marketing.
  - Their first store was opened in 1992. In 2011 they operated 153 shops (147 in US, 4 in Canada, 2 in UK) ( and delivered 17.6 million catalogs – 126 000 in Europe) – in 2012 they are planning to open 17 stores and want to deliver 23.2 million – 595 000 in Europe.
  - Consumer profile: woman 30 to 45 years old, college or post-graduate education, married with kids or in a committed relationship, professional or ex-professional, annual household income of \$150,000 to \$200,000. The psychographic profile is this: "She's well-read and well-traveled. She is very aware - she gets our references, whether it's to a town in Europe or to a book or a movie. She's urban minded. She's interested in cooking, gardening, and wine. She has a natural curiosity about the world. She's relatively fit. " (employee) .
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- After some very profitable years of business, Anthropologie crosses a period of smaller profitability (in last 2011 posted a 7% decline in revenue).

# ANTHROPOLOGIE

## The big picture



# ANTHROPOLOGIE

Solution for increasing brand value and revenue

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## The beginning:

Anthropologie has a global project called The Anthropologist which supports the work of inspiring individuals. This is another element that generates happiness.

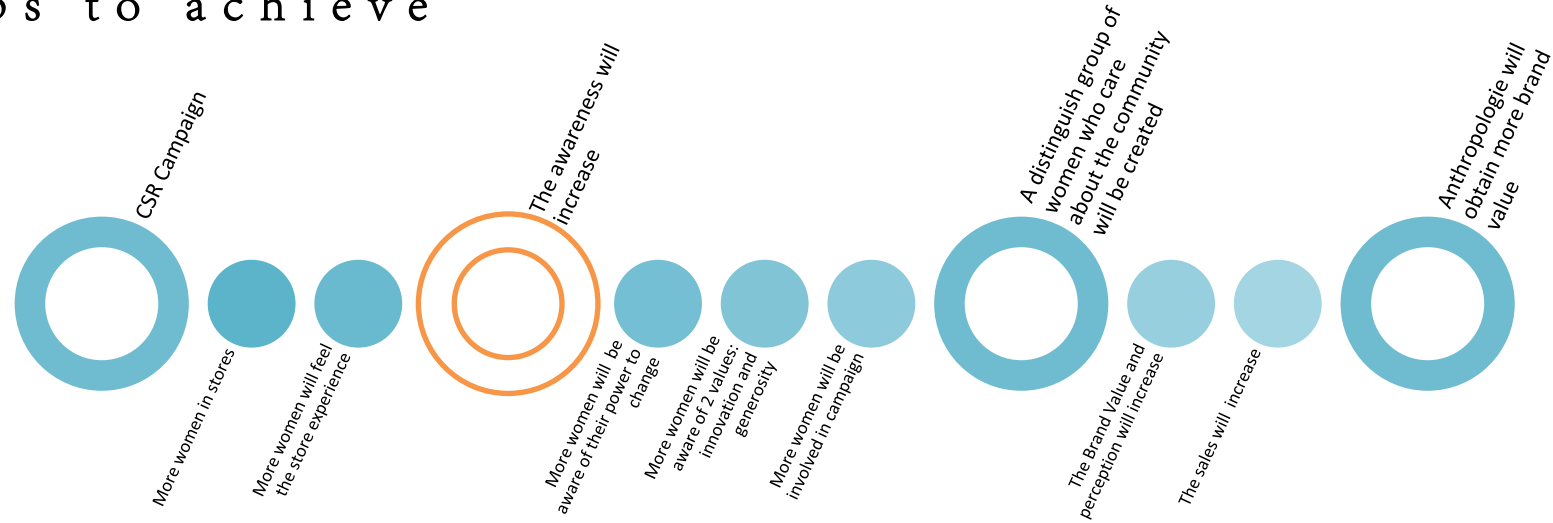


My idea is to make alive – The Anthropologist - project in every city where is located an Anthropologie store and to involve also the consumers. Everybody will gain and will have a smile: We (Anthropologie), You (the costumer), (the artist), They (the community). A global campaign which will have as many cores as stores.

## The strategic idea

I propose a CSR campaign which will support inspiring individuals to do an useful project for their city. This campaign will involve in a proactive way all the clients. Anthropologie will make a donation for each product sold and ask the consumer to take part to this campaign with another donation. Clients who will participate to this action will become members of an exclusive club of Anthropologie called The Anthropologist.

# Steps to achieve



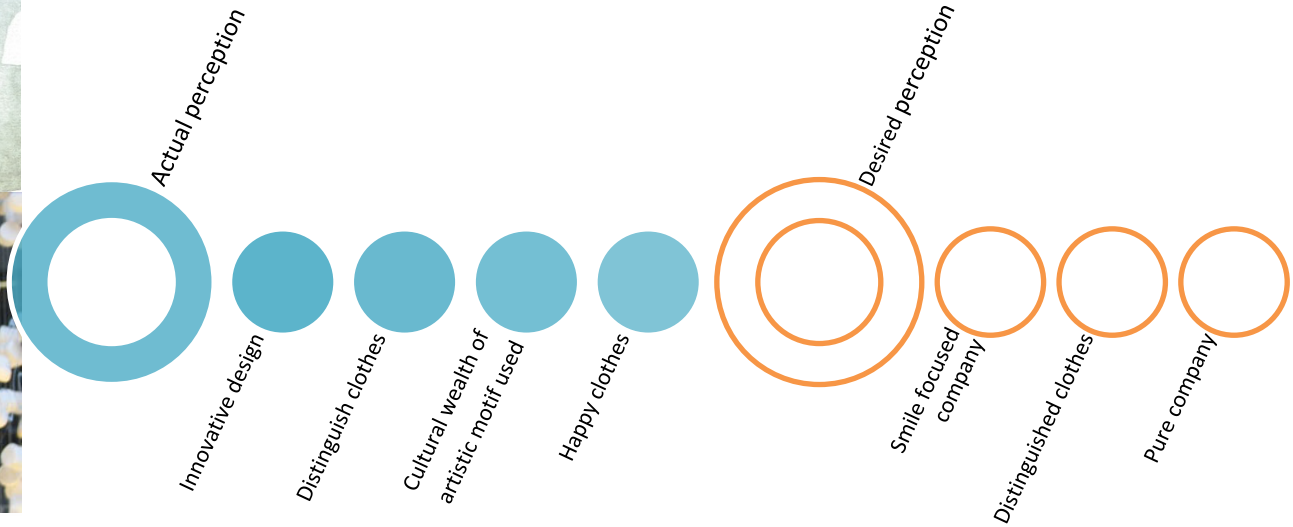
## The mechanism

Anthropologie communicates in a global way that wants to enrich the cities where are located their stores and starts a global campaign called SMILE!. This has the aim to help an inspiring individual to create something valuable for his city. Anthropologie will assure the support and the needed funds.

7 \$ for each article sold will be donated to increase the funds (an average of less than 1% of the price of any product). The stores will request the same amount of money (7\$) from their clients for this project. In exchange women will receive a talisman that could be attached to any item, the right to belong to The Anthropologist group and the opportunity to propose the subject of this project that will be created for the city. Women will be seen and heard.

The campaign will try to involve every willing people, NGO, companies that will want to do something for the city. The project will be chosen after being sure of the costs and the amount of resources raised.

# The brand perception transformation



A pure company will promote sustainability, eco values, will try to harmonize cities, nature and human beings and all it's creation will be developed in order to achieve this aim.



# Sustainability

Anthropologie will create in every city a project, which will generate smiles and inspire sustainability. Sustainability will be presented as a long term smile of the community and the (social, natural, cultural) environment.

## Example - London ( 158 Regent Street, London, W1B 5SW) - store

The example is about the possible project for the Anthropologie store from REGENT STREET, London ( 158 Regent Street, London, W1B 5SW).

This store is green and inspires freedom and the power of nature. The chosen artist can create a very simple bike that will symbolize nature, maybe with motives (flowers, colors) of the 4 seasons because they are exotic for the British. With the collected budget will be made a number of bikes and they will be donated to University Of Westminster. Also between the university and the store could be created a green line made of grass on the sidewalk to symbolize the link between them. Some bicycles will be kept in the store to be rented for free to the consumers when they need them.

This story will be presented in mass media and in a large public event.



# The creative idea

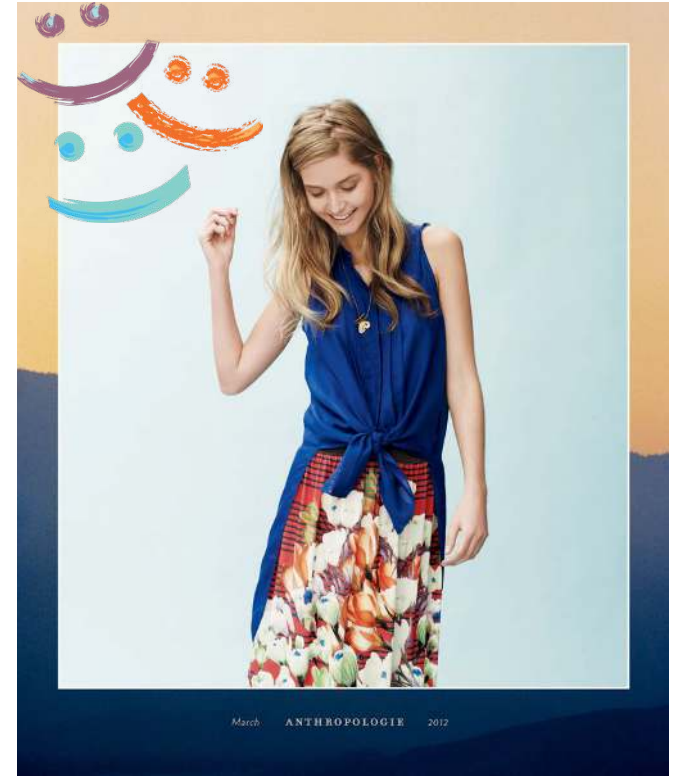
First of all Anthropologie is happiness, than it is creativity, culture, color, feelings, passion, images, purity and simplicity.

Because of this, the creative idea should be about happiness, the core value of the brand.

I invented this concept of 3 smiles, that speak about the perfect situation when everybody smiles (We, You, They).

The consumer has the key role of this situation because only she/he can generate it by entering in an Anthropologie store. When she/he will do this first step, smiles will be inspired by the store experience. After this, she/he will smile because of finding something nice to buy. After buying they will generate a smile to the artist because he gets the chance to express his creativity, and to the community because it will receive the artist work. And being aware of this chain of smiles the consumer will be more happier. This steps will generate a chain of smiles which will link everybody.

Anthropologie must captivate the mass media attention to benefit from publicity but also to use it's own mechanism (new collections, events in stores, near the stores, advertising in the own catalog) in order to decrease cost and increase the impact. I estimate a need of a small budget for the campaign which will be provided by every store.





# Communication strategy

1. A new line of clothes/objects called SMILE! Will be launched..
2. The local community must be involved in a debate about the cultural development and future needs.
3. In local newspapers and magazines will be launched a contest to this debate - persons who will participate on the special page of the website or by sending ideas via post offices will have the possibility to create the next collection called SMILE! with the help of Anthropologie experts (only the winner of the contest).
4. Everyone who participates will enter in a selective group of inhabitants who care and will receive the talisman (this is a textile product with the 3 happy faces on it).
5. The advertising printed materials will show every time happy people doing things together to express the idea that happiness could be shared in groups in order to make everyone happy.
6. In store and near by will be created events on SMILE! theme – (concerts, parades, plays, debates) – which will create rumor and spread via word of month the idea of 3 smiles. After this also the mass media will spread the SMILE! Campaign.



Every cloth or furnishing material will have the distinguish sign.

Will be created a distinguishing talisman to be offered to the clients who will donate.



# Conclusions

Anthropologie could improve the brand perception the awareness and the values of the brand via this CSR campaign called – SMILE!.

In consequence the financial problems will be solved. I count on the fact that if you increase the awareness you will reach more potential clients of the target and in consequence you will have new clients. Also the loyal clients will come back in stores in order to get the new collection which are promoting the idea of smiling and have the new symbols and to become members of The Anthropologist group. Also the idea of doing something for the city, to feed a surprise, artistic, functional and sustainable project, will motivate the consumer to buy.



This project is a real win-win-win (triple win) situation because everyone will win something, the community, the consumers and the company.

