SUMMARY

1. MEDIA LANDSCAPE TRANSFORMATION

2. KERING DIGITAL STRATEGY ACCELERATION

3. GUCCI DIGITAL MARKETING
STRONG DIGITAL SHIFT IN MEDIA CONSUMPTION AND AD SPENDS

DAILY MINUTES SPENT PER MEDIA

ANNUAL GROSS ADSPENDS PER MEDIA ($M)

Source: Zenith Global Adspend forecasts March 2019 / Zenith Media Consumption Trends 2018
All categories
* OOH Out of home (Outdoor)
### AS ALSO OBSERVED IN TOUCHPOINT INFLUENCE

#### PERCENTAGE OF LUXURY CONSUMERS CLAIMING THEY ARE INFLUENCED BY:

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazines*</td>
<td>50%</td>
<td>37%</td>
</tr>
<tr>
<td>Store windows</td>
<td>39%</td>
<td>28%</td>
</tr>
<tr>
<td>Brand websites</td>
<td>34%</td>
<td>34%</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>32%</td>
<td>18%</td>
</tr>
<tr>
<td>TV &amp; Movies</td>
<td>24%</td>
<td>18%</td>
</tr>
<tr>
<td>Events</td>
<td>20%</td>
<td>14%</td>
</tr>
<tr>
<td>Celebrities</td>
<td>20%</td>
<td>14%</td>
</tr>
<tr>
<td>Seen worn</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Social media &amp; influencers**</td>
<td>11%</td>
<td>41%</td>
</tr>
</tbody>
</table>

Source: BCG 2019 True-Luxury Global Consumer Insight Survey Dec 18 / Jan 19 (12K+ respondents in 10 countries)

Note: multiple options answer, with top 3 answers ranked for all respondents

* Includes Editorials and Commercial in Magazines, and both traditional & digital magazines

** Includes Social Media, Online blogs & influencers

DIGITAL COMMUNICATIONS
DEFINING A BALANCED BRAND EXPERIENCE

Paid touchpoints
- Print, OOH, Display, Native, Cinema, etc

Owned touchpoints
- Website, Packaging, Boutique, Sales assistant, FB, & IG accounts, etc

Earned touchpoints
- Free touchpoints, generated conversations
- Recommendations from influencers, PR, Friends Likes & Shares, etc

AVERAGE % BRAND EXPERIENCE SHARE

Source: Zenith Touchpoints ROI Tracker, Global Norms 2015-2018

DIGITAL COMMUNICATIONS
OPTIMIZING BRAND EXPERIENCE THROUGH CONSUMER JOURNEY

- **UNAWARE**
  - DISCOVER
  - Recruit new buyers

- **AWARE**
  - EXPERIENCE

- **CONSIDER**
  - BUY
  - Retain current buyers
  - OWNERSHIP

- **ENJOY**
  - EARNED MEDIA

- **OWNED MEDIA**

Source: Zenith

DIGITAL COMMUNICATIONS
**GETTING TO KNOW OUR TARGET AUDIENCES BETTER**

<table>
<thead>
<tr>
<th>Top channel for the first product contact</th>
<th>Planned Purchase</th>
<th>Top purchase motivation</th>
<th>Average amount spent</th>
<th>NPS (last product bought)</th>
</tr>
</thead>
</table>

**LOGO LOVERS**

**TREND SEEKERS**

**FASHION EXPERTS**

**FASHION FORWARD EXTRAVERTS**

**TRADITIONALS**

**TRADI TRENDY**

**BUSINESS TRADITIONALS**

**CLASSIC HEDONIST**

Define each target category, their business potential, interests and behaviors to adjust strategic media briefing and planning.

Examples of target audience segmentation

DIGITAL COMMUNICATIONS
SHARP ACCELERATION IN OUR DIGITAL SPEND TO EMBRACE NEW MEDIA HABITS OF LUXURY CONSUMERS

2015-2018 evolution:
Total spend +49%
Digital spend +240%

2018 DIGITAL SPEND SPLIT

Programmatic
Affiliates
Native
Display
Search Engine Advertising
Social & Influencers
Other

*Out of home (Outdoor)
Source Brands budgets including Ecommerce
PURE DIGITAL PLAYERS NOW OUR TOP MEDIA PARTNERS
WHILE WE TRANSFORMED OUR PARTNERSHIPS WITH TRADITIONAL PLAYERS

5 PURE DIGITAL PLAYERS IN OUR TOP 15 PARTNERS LAST YEAR (2 IN 2015),
ACCOUNTING FOR ALMOST 50% OF THE TOP 15 TOTAL SPEND (LESS THAN 25% IN 2015)

Top 3 Digital partners spend evolution (2018 vs 2015)

Google
facebook
Instagram
WeChat

Breakthrough of key new digital partners versus traditional media partners

VICE
LINE
HYPEBEAST
微博
Twitter
TikTok
wetransfer.com

Transformation of our partnerships with ‘traditional’ media

- Integrated 360° contracts
- Branded content
- Data & analytics
- Viewability
- Innovation & research
OUR DIGITAL ACCELERATION IS POWERED BY DATA-DRIVEN MARKETING

DATA-DRIVEN MARKETING STRATEGY ENABLES BRANDS TO BECOME MORE AGILE AND GIVE THEM A COMPETITIVE ADVANTAGE THROUGH:

- Improved Digital Media campaigns efficiency
- Improved Brand Content Strategies
- Enriched CRM strategies

Personalized messages to segmented audiences
The right message to the right person at the right time

Data-driven marketing
4 levels of maturity identified

- **Nascent** - Campaign based execution mainly using external data and direct buys with limited link to sales
- **Emerging** - Some use of owned data in automated buying with single-channel optimisation and testing
- **Connected** - Date integrated and activated across channels with demonstrated link to ROI or sales proxies
- **Multi-moment** - Dynamic execution optimised towards a single-customer view across channels

Source: BCG Google Data-driven assessment 2017 – Audit of 8 industries across Europe
OUR DIGITAL ACCELERATION IS POWERED BY DATA-DRIVEN MARKETING

DATA USAGE EFFICIENCY PROVEN THROUGH A TEST-LEARN-SHARE APPROACH

[ 4 KEY PILLARS ]

Technology
Google stack, Salesforce DMP, Digital dashboard...

Security
GDPR, Brand safety, Data governance...

Resource
Team & mindset transformation, sharing days...

Enablers
KPMP, 1st & 2nd party data deals, POCs...

[ PROVEN RESULTS ]

x2 New visitors
versus no 1st party data audience

x2 Average visit duration
versus no 1st party data audience

Cost per visit divided by 2
versus no 1st party data audience

+24% Arrival rate
versus Audience exposed to non-optimized Creatives
### MEASURING SUCCESS WITH OUR KPI FRAMEWORK

#### PAID

**MEDIA CENTRIC**
- Budget spent
- Share of Voice
- Impressions delivered
- Unique users (Impressions reach)
- Viewability rate
- vCPM (Cost per 1,000 viewable impressions)
- Frequency by user
- Number of clicks
- CTR (Click through rate)

**SITE CENTRIC**
- Brand search
- Total visits on site (post click and post view)
- CPVisit (Cost per visit)
- Bounce rate
- Dwell time (Average sessions duration)
- Number of Page views
- Sales & Revenue (post click and post view)
- Conversion rate (total conversions/total visits)
- CAC (Cost per Customer Acquisition)

### OWNED

**ESTIMATED REACH**
Estimated number of users exposed to the post

**ENGAGEMENT ACTIONS**
Total number of engagement actions on selected posts (likes, retweets, comments, shares…)

**ENGAGEMENT RATES**
Sum of engagement actions (shares, likes and comments) / Sum of posts published by the page or account / Number of page fans or account followers

**DESIRABILITY**
Difference between the number of followers from brand’s social accounts in two periods

### EARNED

**EARNED CONTENT (SOCIAL & USER GENERATED CONTENT)**
Posts generated by social media users, apart from sponsored publications from the brand

**AWARENESS**
Number of users exposed to an earned post mentioning the brand, based on the estimated reach of each brand

**DESIRABILITY**
Number of positive earned posts mentioning the brand

**PROXIMITY**
The number of engagement actions accumulated on earned posts that mentioned the brand

**EMV (EARNED MEDIA VALUE)**
360 EMV is the estimated value of free publicity a brand earned across Print, Web and Social

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**DASHBOARDS & REPORTING IN PLACE TO TRACK MAIN KPIS ACROSS BRANDS AND ADJUST STRATEGIES ACCORDINGLY**
OUR STRENGTH IS OUR ABILITY TO CONSTANTLY CHALLENGE OURSELVES AND REVISIT CURRENT MODELS WITH AGILITY

FROM

BRAND IDEA

Technology
Website
Search
Direct Marketing
Print, OOH
Windows & packaging
Content Production
Comms Planning
PR, Events & Celebrity
Brand Strategy

TO

CONSUMER EXPERIENCE

Brand Narrative x Data

INTELLIGENCE TECHNOLOGY CREATIVITY

PR, Events, Celebrity & Influencers
Storytelling & Content production
Windows & packaging
Native
Print, OOH, Digital
Search
Social & Influencers marketing
Mobile
Website E-Commerce
Personalization
Technology & Innovation
CRM
Data & business strategy
Organizational Change
Comms Planning
Brand / business strategy

DIGITAL COMMUNICATIONS
GUCCI DIGITAL MARKETING: CAPITAL MARKETS DAY

June 7th, 2019

Robert L. Triefus
Gucci, Executive Vice President, Brand & Customer Engagement
Re-establish Gucci’s position as a pivotal Italian luxury fashion brand – leading the industry by setting the tone with innovative runway collections and groundbreaking creativity
“To me elegance and beauty have something to do with freedom. Now people feel the desire to express their individuality, they don’t want to fit the mold anymore. And fashion has to reflect and describe this social change”

Alessandro Michele
DIFFERENTIATED AND AUTHENTIC CREATIVITY POWERED BY INNOVATIVE DIGITAL MARKETING AND A CONSUMER-CENTRIC APPROACH

EMOTIONAL BRAND ENGAGEMENT

CREATIVITY
A differentiated creative vision that reinterprets Gucci’s brand values and historic codes through a consistent narrative across all product categories and customer touchpoints

DIGITAL
A “test-and-learn” approach driving accelerated adoption of digital innovations, supported by a strong growth in digital media investment

CONSUMER
An inclusive approach to clienteling propelled by the brand mantra of “self-expression”, engaging clients across age groups, demographics and geographies
“Gucci’s take on youthful rebellion is at its heart romantic rather than angry – after all, these young dreamers quote verse by bohemian symbolist poet Rimbaud and come together under the banner of Liberté, égalité, sexualité”

Hypebeast
GUCCIFICATION
BRINGING GUCCI TO THE WORLD

OUT OF HOME MARKETING
COLLABORATIONS
ADVERTISING CAMPAIGN
STORES
GUCCI GARDEN AND GUCCI OSTERIA
PACKAGING
WEBSITE
FASHION SHOW
SOCIAL MEDIA
MOBILE APP
ENGAGING WITH CUSTOMERS ACROSS AGE GROUPS, DEMOGRAPHICS AND GEOGRAPHIES

NOT A DEMOGRAPHIC, BUT A STATE OF MIND

In 2017, Gucci’s sales increased by double digits across all of its customer segments and geographies driven by the inclusive and universal brand mantra of “self-expression”
PLACING DIGITAL AT THE CENTER OF OUR BRAND ENGAGEMENT STRATEGY TO CREATE, LEVERAGE AND MANAGE CONNECTIONS WITH OUR CUSTOMERS AND OUR COMMUNITY AROUND THE WORLD

“Creativity is often born and finds its voice in digital media, a vital source of visual culture.”

Alessandro Michele

GUCCI.COM

Global roll-out of a new website that seamlessly blends editorial content with the shopping experience and an increasing focus on personalization and “best-in-class” service.

CONTENT

A strong editorial content hub is fulfilling a daily rich narrative flow through imagery, videos and storytelling to new innovative formats like augmented reality.

DIGITAL MEDIA & DATA

A “test-and-learn” approach constantly experimenting with new formats supported by increased investment in digital media powered by data.

CONNECTIONS

Constant programming of SEM*, newsletters, key influencer relationships, App developments, geo-targeted activations, curated store listings, etc. to drive connections.

* Search Engine Marketing
“Fashion is fickle and within any forecast you can never plan for disaster... in understanding that Instagram isn’t a marketing tool, but an extension of your brand Gucci has modernized luxury fashion and won the youth vote in the process.”

Ryan White, i-D Magazine

“Allow people to communicate and share and a benign trigger can propagate with stirring speed.”

Professor Bharat Anand, The Content Trap

**THE GUCCI COMMUNITY**

ACROSS OUR DIGITAL TOUCHPOINTS, GUCCI CONNECTS DIRECTLY WITH A GROWING, MASSIVE AND ENGAGED AUDIENCE AROUND THE WORLD

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**GUCCI.COM**
134M SESSIONS AT APR. 2019 YTD (+12% vs. LY)

**E-CARDS**
8.2M EMAILABLE CLIENTS (+32% vs. LY)

**GUCCI APP**
1.12M USERS FROM JAN. TO APR. 2019

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60.7 MILLION SOCIAL AUDIENCE MEMBERS
A HEALTHY CUSTOMER BASE TO PROPEL LONG-TERM, SUSTAINABLE GROWTH

IN DETAIL: GUCCI’S MILLENNIAL CUSTOMER BASE

THE MILLENNIAL FACTOR

Gucci’s ability to connect with and engage with Millennial audiences is a competitive differentiator in the luxury industry.

<table>
<thead>
<tr>
<th>Q1 17</th>
<th>Q2 17</th>
<th>Q3 17</th>
<th>Q4 17</th>
<th>Q1 18*</th>
<th>Q2 18</th>
<th>Q3 18</th>
<th>Q4 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>55%</td>
<td>55%</td>
<td>55%</td>
<td>56%</td>
<td>59%</td>
<td>62%</td>
<td>61%</td>
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<td>58%</td>
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</tbody>
</table>

DISPELLING MYTHS

MILLENNIAL BEHAVIORS

FROM EXPLORERS TO VIGS
Full representation within client typologies from “Explorers” to “VIGs”

NOT JUST ENTRY PRICE
Gap between average ticket for Millennials and Non-Millennials continues to narrow

LOYALTY
The retention rate gap between Millennials and Non-Millennials is just over 1%

Source: Full Year 2018, Directly Operated Stores, Full-Price; (*) adjustment in demographics methodology to align to cohort definition
Looking at the last decade, there has been a proliferation of marketing & communications touchpoints thanks to the digital revolution requiring significant operational changes and funding.
Today, we are at a moment where fashion brands have also expanded to become content companies. Our next evolution looks towards creating a more customer-centric view for delivering increasingly personalized experiences.

**PRESENT**

- Print Adv & OOH
- Runway & Events
- Content Dev
- Social Media
- Digital Adv
- Windows & Packaging
- Direct Marketing
- Video Content
- gucci.com
- Native
- Public Relations
- Celebrity
- E-Mail
- CRM
- Influencer Mktg

**FUTURE**

- A.I.
- Real-Time
- Personalize
- Experience
- Journeys
- Connected
We are building out a new, cross-departmental, editorial content hub that will sit at the epicenter of our digital ecosystem, developing unique storytelling for adaptation across various points of customer interactions.
The daily demand for content, as well as the short attention-span of audiences, requires the development of a diverse portfolio of assets for storytelling.

**BEST IN CLASS CONTENT GENERATION**

- INSTITUTIONAL
- RUNWAY
- CELEBRITY
- EDITORIAL
- EVENTS
- USER-GENERATED
- NATIVE
- SPECIAL PROJECTS
Over the last few years we have trained our teams to make sure that Gucci creative productions generate “liquid” content that can be optimized across various customer touchpoints. We work closely with our external partners and agencies to make sure that the assets generated are aligned with our digital strategy and needs.

**TRADITIONAL CONTENT**

master creative declined over minimal touchpoints

**“LIQUID” CONTENT**

Master creative designed to be optimized over various touchpoints
THE VISION: GUCCI.COM

THE GUCCI.COM ROADMAP ENCOMPASSES THREE PILLARS

1. BLENDING STORYTELLING WITH COMMERCE
   - Bring storytelling across path without compromising the shopping experience.
   - Deliver visual consistency throughout the site and editorial that deliver more immersive user interactions.

2. DELIVERING PERSONALIZED JOURNEYS
   - Enabler of customer-centric approach.
   - Foundation set with personalization engine for product recommendations at various interaction points.
   - Roadmap drives towards personalized services.

3. BRIDGING ONLINE WITH STORE
   - Enabler of one brand, one store.
   - From site, offer Find in Store and Book an Appointment.
   - In the store, eCommerce via iPad expanded to more markets and stores.
   - In the store, eCommerce via iPad expanded to more markets and stores.
BALANCING STORYTELLING WITH COMMERCE

COMMUNICATE THE BRAND STORY WITHOUT SACRIFICING FUNCTIONALITY TO SELL PRODUCT

Added more media types throughout the site.

Added editorial to grid and product pages,
Flexible templates to capsule collections.

Enabled Stories to be are shoppable.

Leverage new mobile technologies to display content in a more contextual and engaging way.

Created visual presentation of collections in navigation.

A/B test every change.
BALANCING STORYTELLING WITH COMMERCE

COMMUNICATE THE BRAND STORY WITHOUT SACRIFICING FUNCTIONALITY TO SELL PRODUCT

USER EXPERIENCE PRINCIPLES

- Continually strive to make site more immersive with mobile first mindset
- Find new ways to make content contextually relevant and allow customers easy access if they want to consume more
- Content and commerce should not compete – each supports the other
GUCCI.COM: ENRICHED PRODUCT PAGES

ENRICHED WITH DETAILED PRODUCT VIEWS, DESCRIPTIONS, ON MODEL SHOTS, CAMPAIGN IMAGERY, ALL AVAILABLE VARIATIONS AND SIMILAR PRODUCTS.
GUCCI.COM: OPTION TO VISIT STORE

CUSTOMERS CAN PURCHASE ONLINE, CHAT WITH A CLIENT SERVICE ASSOCIATE, FIND AVAILABLE STORES AND MAKE A STORE APPOINTMENT.
INVESTMENT STRATEGY: MEDIA MIX

DIGITAL IS THE MAIN FOCUS OF OUR MEDIA MIX AT C.60% OF OUR ADVERTISING SPEND AS OF 2019, OTHER MEDIA CHANNELS LIKE CINEMA AND OUTDOOR ARE ALSO GROWING

MARKETING SPEND DIGITAL

<table>
<thead>
<tr>
<th>Year</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>33%</td>
<td>44%</td>
<td>53%</td>
<td>c.60%</td>
</tr>
</tbody>
</table>

2019 E
DIGITAL: C.60%
TRADITIONAL: C.40%

* Inclusive of eCom and Marcom Investment, all categories but Coty
* SEM includes Google Shopping and Affiliates
INVESTMENT STRATEGY: DIGITAL MEDIA MIX

WITHIN OUR PREMIUM DIGITAL BUDGET WE FOCUS INVESTMENT ON THREE TYPES OF ACTIVITY, PAID SOCIAL IS NOW THE MOST HEAVILY INVESTED FORMAT AND EQUAL TO HALF OF WHAT WE SPEND IN SEM.

* MarCom Fashion budget only
Other includes investment towards Digital Local Listings program and platform licensing costs for Wearisma, Digital Dashboard, etc.
WE HAVE CONSISTENTLY LED OUR COMPETITIVE SET IN INVESTMENT BEHIND PAID SOCIAL, IN 2019 WE WILL HAVE A STRATEGIC PLAN ACROSS 8 PLATFORMS GLOBALLY

PAID SOCIAL 2019 E

- Twitter
- Weibo
- Pinterest
- Wechat
- Facebook
- Kakao
- Line
- Instagram

* Inclusive of eCom and Marcom Investment, all categories and Coty Costs inclusive of Media and Fees
ACTIVITIES: PREMIUM DIGITAL

WE HAVE CONSISTENTLY DIFFERENTIATED OURSELVES FROM COMPETITION WITH AN IMPACTFUL PLACEMENT AND CONTENT PLAN ACROSS THREE TYPES OF DIGITAL ACTIVITY

PAID SOCIAL MEDIA  PREMIUM DISPLAY  DIGITAL NATIVE CONTENT
### ACTIVITIES: PREMIUM DIGITAL

**OUR DYNAMIC, ENGAGING, CROSS DEVICE PLACEMENT STRATEGY FOR ALL CATEGORIES SETS US A APART FROM THE COMPETITION**

<table>
<thead>
<tr>
<th>8 YEARLY CAMPAIGNS</th>
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<tr>
<td>90+ Digital Partners</td>
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</table>

<table>
<thead>
<tr>
<th>FASHION SHOW</th>
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<tbody>
<tr>
<td>9 Platforms, 27 Countries</td>
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</table>

<table>
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<tr>
<th>“AUDIENCE 1ST” SOCIAL</th>
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<tr>
<td>Always On, Custom Creative</td>
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<tr>
<th>DIGITAL FOR BEAUTY</th>
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</thead>
<tbody>
<tr>
<td>Prioritized Social Media</td>
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</table>

**UPFRONT GLOBAL PARTNERSHIPS**

- CONDÉ NAST
- HYPEBEAST
- SPURJ
- KPM
- LOFFICIEL
- THE FACE
- LINE
- AMEX
- Baidu 百度
- NAVER
- CORRIERE DELLA SERA
- DAZED
- CNÉ
- FLIPBOARD
- VICE

**GUCCI**
IN ADDITION TO ACTIVITY WE HAVE ALSO INVESTED IN VARIOUS TRACKING SYSTEMS FOR MEDIA AND CONSUMERS INSIGHTS, TO HELP US PLAN, MEASURE AND PROSPECT A METHODOLOGY ROOTED IN DATA
A data warehouse that ingests, sorts and houses information, and exports it out in a way that’s useful for marketers, publishers and other businesses.

A platform that houses and manages $1^\text{st}$ Party Data like cookie IDs and CRM contact data and combines with $2^\text{nd}$ and $3^\text{rd}$ Party Data to generate audience segments which are subsequently used to target specific users with online ads.

**A simple definition…**

**A slightly more technical definition…**

**$1^\text{st}$ Party Data**

Data a brand owns, like CRM data, website cookies, advertising cookies.

**$2^\text{nd}$ Party Data**

$1^\text{st}$ Party data that another brand owns that you can buy.

**$3^\text{rd}$ Party Data**

Aggregated data from companies who buy/sell it.
DATA & MEASUREMENT: SALESFORCE DMP

THE GOAL OF THE PILOT IS TO ACHIEVE FIVE SUCCESS CRITERIA WITH THE TOOL THROUGH A SERIES OF USE CASES

IDENTIFY
OUR CUSTOMERS AND ENRICH INSIGHTS

ACTIVATE
PERSONALIZED MEDIA JOURNEYS

EXPAND
OUR HIGHER QUALITY PROSPECTS

BUILD
DATA PARTNERSHIPS

UNDERSTAND
THE CROSS CHANNEL EXPERIENCE

PLANNING MILESTONES

NUMBER OF DMP SEGMENTS ACTIVATED
76

NUMBER OF SEGMENTS CREATED
327

CAMPAIGNS WITH DATA OVERLAY
5

USE CASES COMPLETED
20

NUMBER OF DIGITAL PERSONAS ANALYZED
10

HIGH LEVEL INSIGHTS COLLECTED

42% CRM MATCH RATE

50+ EXPOSURES PER CONSUMER FOR DIRECT SITE BUYING

44% LIFT IN NEW CONSUMERS REACHED VS DIRECT BUYING

1/3 LOWER CPM VS DIRECT BUYING

20X LIFT IN LOOKALIKE PROSPECTS
JOINT BUSINESS PARTNERSHIPS

BUILT 5 JBP’S WITH KEY PARTNERS, IN EXCHANGE FOR INCREASED GUCCI INVESTMENT AND EXCLUSIVE CREATIVE ACCESS

WE UNLOCK UNIQUE BETAS, DISCOUNTS, RESEARCH AND DEDICATED ACCOUNT SERVICES
DIGITAL STRATEGY: CHINA FOCUS

A LOCALIZED DIGITAL CONTENT AND MEDIA STRATEGY TO REACH THIS STRATEGIC CLUSTER BY ADAPTING, OPTIMIZING AND AMPLIFYING CORPORATE CAMPAIGNS

STRATEGY OVERVIEW

WECHAT FOCUS

- Actively using several functionalities in Gucci’s WeChat service account to engage with clients from customized mini-programs, integrated shopping and location-based services
- Outpacing competition – only Gucci has posts breaking through 100K in views
- Not just in China: WeChat moment ads released in 34 different countries, reaching audiences while they are traveling

“Agucci has also been able to connect with China’s youth in a way no other luxury brand has been able to attain…Gucci seems to understand better that social media is not a marketing tool but an extension of its brand”

Jing Daily, May 2018

- A multi-platform, multi-media digital strategy to maximize opportunities along the customer journey from awareness to interest & consideration, and finally to purchase
- Search represents our greatest media investment, followed sequentially by social media, key opinion leaders, video and digital display
- Local adaptation of corporate content and marketing materials to ensure messaging resonate strongly and appropriately for the audience/channel
- New Joint Business Partnership with Tencent across five pillars of activity

86%+

Growth YOY

75%+

CNY campaign views vs CNY 2018
Gucci approached Salesforce Marketing Cloud with a concrete, mid term vision aiming to bring value and elevate the relationship with all clients and prospect.

A huge DataBase, unique in the fashion luxury scenario, is the starting point of a new working approach, driven by data, enabled by channels and technology, enriched by human sensibility and strong brand values.
FROM FOUNDATION TO A NEW WAY OF WORKING AND EXECUTING

A 3 YEARS JOURNEY TO SET A NEW APPROACH AND WORKING CULTURE IN DIRECT/CUSTOMIZED MARKETING ACTIVITIES

2018

FOUNDATION

- Dedicated team creation
- Tech set up
- Email mktg plan migration
- Single channel customer journeys migration
- 7 M Emailable clients and prospects impacted
- 800M Emails delivered
- 8% Gucci WW turnover influenced
- 3 journeys migrated

2019

PILOTING

TARGET AMBITIONS

- New channels integrated – WeChat and Line
- DMP and Digital ADV integration
- New features for customized comm.
- 15/20 new Omnichannel customer journeys live
- 1 Bln emails sent
- 10 regions and 500 stores directly involved
- Direct activation of customer center agents

2020

EVOLUTION

VISION

- Provide all our clients an elevated and channel fluid experience.
- Respecting regional and customer specificities
- Leveraging all tech potential and human sensibility.
RESULTS: PAID MEDIA

PAID DIGITAL MEDIA INVESTMENT IS ALREADY TRACKING POSITIVELY FOR 2019 ACROSS ALL KPI BENCHMARKS

EXPOSURE (Billions)
30% MORE VS. LAST YEAR

ENGAGEMENT TO BENCHMARK YOY

WEBSITE CONVERSION RATE STILL GROWING
RESULTS: EARNED MEDIA VALUE

ACCORDING TO TRIBE DYNAMICS MEASUREMENT OF EARNED MEDIA VALUE (EMV), GUCCI HAS CONSISTENTLY LED ALL LUXURY BRANDS IN GENERATING EMV.

Source: Tribe Dynamics
RESULTS: INDUSTRY RECOGNITION

FOR THE THIRD YEAR CONSECUTIVELY, GUCCI WAS THE TOP PERFORMING BRAND IN THE L2 DIGITAL IQ INDEX FOR THE FASHION INDUSTRY, WHICH COMPARES THE DIGITAL EXPERTISE OF 85 BRANDS IN THE US MARKET

Site & E-Commerce

Top-tier site functionality across geographies, with a strong shopping experience, due to featuring integrated content, robust search and navigation, and rich product pages.

Digital Marketing

Strengthened its investments in digital marketing, resulting in the highest site traffic in the Index; remains a leader in search and earned media mentions.

Social Media

Harry Styles partnership saw some of the highest engagement in the Index; performs well on YouTube, where key brand ambassadors increase viewers and engagement.

Mobile

Well-optimized mobile site with strong search and navigation; maintains the to app in the Index and invests heavily in digital marketing on mobile devices.