MOCY'S EXPERIENCE

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Executive Summary

Why Are We Here?

The purpose of this presentation is (1) to assess Macy’s current image in the minds of Millennials and Generation Z, and (2) to recommend a partnership with GoPro consisting of in-store experience areas and a social media competition using GoPro technology and brand power in order to better appeal to Millennials and Generation Z.

What’s the Problem?

Macy’s is a household name; the company has excellent public relations and carries a noteworthy image of family values. Despite this acknowledgement, the company is facing issues in appealing to Millennials and Generation Z, and getting them into stores.

What is the cause of this issue? Macy’s currently lacks a customer experience exciting and interactive enough to persuade younger customers to visit their stores, as is supported by data. Furthermore, Macy’s brand image and in-store experience to Millennials and younger customers is outdated, stressful, and not worth their effort. In the end, Macy’s needs a new partnership, a new idea, and a new store gimmick to bring in this market.

How is GoPro the Solution?

The solution GoPro offers Macy’s is twofold. Primarily, it helps re-enlighten Macy’s brand. Partnering with GoPro casts Macy’s in a new light to young consumers in which it appears up-to-date, modern, and technological.

Secondly, it will provide a reason to cause Millennials to enter the stores. By using projectors and customer-submitted videos, our proposed Macy’s Experience will create a store environment that will be an event in itself. It will make shopping experiential by connecting inanimate merchandise with what young shoppers value: memories. To continue this appeal, a social media contest allows the public to further its stake in Macy’s brand as it revitalizes its image.

What Should You Do?

In order to provide Millennials and Generation Z with incentive to enter Macy’s stores, the following actions are suggested:

1. Create a partnership with GoPro which includes selling their products in stores, using sponsored footage, and using their brand power on social media.
2. Create a new marketing campaign spanning electronic media promoting the new partnership.
3. Create a social media competition on Instagram and Facebook in order to promote Macy’s.
4. Create a new Macy’s in-store experience complete with visual simulations of customer GoPro footage that directly correlates to various merchandise departments within the store.
Works Cited


"Retail Display Fixtures Can Affect Consumer Perceptions Of Products." *ScienceDaily.*


"Shoppers Are Choosing Experiences over Stuff, and That's Bad News for Retailers."


"10 Amazing Examples of Branded Facebook Contests Done Right." *Wishpond.*

**Social Media Millennial Popularity Graph**

**Snapchat More Popular Than Twitter Among Millennials**
Most popular social media apps among Americans aged 18-34 (% of smartphone users)

<table>
<thead>
<tr>
<th>App</th>
<th>Popularity</th>
</tr>
</thead>
<tbody>
<tr>
<td>facebook</td>
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<tr>
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<tr>
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*Source: comScore Mobile Metrix*

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**Fitch Consulting: Store-Shopper Boredom Relationship**

![Graph showing the experience of shoppers over years with a new store prototype at the peak and a boredom threshold after 6 years.](image)

*EXPERIENCE  NEW STORE PROTOTYPE  SHOPPER BOREDOM THRESHOLD  YEARS*

1 2 3 4 5 6 7
Macy's Sales Breakdown 2015

- Feminine accessories, intimate apparel, shoes and cosmetics: 38%
- Feminine apparel: 23%
- Men's and children's: 23%
- Home/miscellaneous: 16%

Projector Screen Cost

One Store

Projector Screen \( \times 5 = 12,154.95 \)

Nation-wide

12,154.95 \( \times 3 = 36,464.85 \)