Persuasive Speech Outline: Macy’s Case Competition

Specific Purpose: To provide ideas and strategies for Macy’s that will help them to increase their activewear sales.

Topic Sentence: Macy’s will best increase their activewear sales by better advertising third party athletic wear vendors and by appealing to the millennial generation by rebranding their athletic wear line “Ideology”.

I. Introduction

A. Out of the six members of my group, only one of us shops at Macy’s.

B. Interview with group member Tyler displaying that he shops at Macy’s due to his loyalty to specific brands.

C. Define who millennials are. Include that we, as a group and as a class, are millennials.

D. Millennials value brand loyalty. Only 5% of millennials say that they do not value brand loyalty (marketingprofs).

E. Preview the strategy we advised to help Macy’s increase their active wear sales by appealing to the value of brand identity expressed by the millennial generation.

Transition:

II. Body

A. Background on the market of millennials and athleisure wear, as well as addressing the attempts of Macy’s to appeal to this generation.

1. Purchasing power of millennials.
   a. According to Andy Kiersz’s article, the Millennials are starting to age into their prime spending years. (Chart)
   b. Millennials are the children of the baby boomers, and there are about 95 million of them, comprising 30% of the population. (Chart)
   c. Data from U.S. Chamber of Commerce Foundation shows that Millennials’ purchasing power is between $125 billion and $890 billion annually.
   d. Due to the recent athleisure wear trend in the millennial generation, sales of many athletic brands have skyrocketed (Andy Kiersz).

2. The current active wear market.
   a. The concept of activewear has changed: More than 9 in 10 consumers say they wear their activewear for purposes other than exercising.
   b. The result of the changing market.
      i. Retailers such as Gap and H&M hurry to make an appearance in this millennial ‘activewear’ market which makes this attractive market increasingly competitive.
3. Macy’s attempts to appeal to this market.
   a. Partnering with popular clothing brands to offer more for the millennial generation.
   b. The launch of the Take Action campaign to try to increase activewear sales and reach millennials.
      i. This campaign is a good start, but is not effective because of the weak social media presence of Macy’s.

*Transition: Dan will talk more about how to push Macy’s further in the Athleisurewear market.*

B. Change advertisement strategies for Third Parties personal.
   1. Top athletic wear brands Macy’s currently offers.
      a. Co-opting currently exiting lines
      b. Generating Awareness of Active wear sales at Macy’s
      c. Taking Advantage of best brands{Transitions into Nike}
   2. Embracing Nike
      a. Using their Star power
         i. Can be put behind literally any of their clothing
      b. Bringing in their market
      c. Allows mixed advertising{transition to awareness generation}
   3. Awareness Generation
      a. Social Media
         i. Retweet and get favorites to be generated
         ii. Change some followers to come to Macy’s
         iii. Run advertisements for Nike to boost your sales
      b. Video Media
         i. Take advantage of Nike ads being very watchable
         ii. Reaches a large audience by hitting tv and social media
         iii. Takes Nike feel and brings it to Macy’s
      c. Inside media
         i. Signs in store
         ii. Promotional events to appeal to sense of charity
   4. Interacting with others
      a. Build a variety of sold products
         i. Allows individualization
         ii. Gets customers from other markets
      b. Same other benefits as Nike
   5. Conclusion (Building a personal Brand)
      a. Insures future growth
      b. More profitable
Transition: By focusing on the value of personal brand, Macy’s will ensure further growth and profitability. The surest way to promote growth and probability is to focus on the brand identity of Macy’s own activewear line, Ideology. Cheyanne and Tyler will tell you more about this.

C. Revamp Macy’s exclusive activewear line, “Ideology”.
1. Consider the marketing strategies of the athleisure wear competitors.
   a. Victoria’s Secret PINK.
      i. Strong brand identity/brand image.
      ii. Consistency of brand identity/brand image.
   b. Clarify that Macy’s Ideology does not currently maintain a compelling brand image nor consistency in this brand image (or the lack thereof).
2. What is Macy’s activewear line, Ideology?
   a. Webster definition of the word, “ideology”.
   b. Ideology does not currently express any specific or unique “ideology”.
3. Strong brand image of the competitor, Victoria’s Secret PINK.
   a. Fun
      i. Reference the bright colors of their products and advertisements.
      ii. Reference the advertisement via tweet and how it embodies “fun” through word play and mention of spring break.
   b. Flirty
      i. Reference screenshot of apparel item from V.S. PINK’s website. The stance, facial expression, and lack of pants on the model.
   c. Trendy
      i. Reference advertisement via twitter promoting a product following the trend of the phrase “I can’t even”, often used by the average, middle-class, preppy, millennial-aged girl, which just so happens to be the target market of Victoria’s Secrets PINK.
   d. By embodying these three characteristics in their products, marketing, and advertisements, V.S. PINK projects a strong and unique brand image that differentiates them from competitors and appeals to the millenial generation.
4. Ideology’s “Believe in Movement”.
   a. This campaign was recently released on March 28, 2015 through Macy’s twitter account.
   b. There still lacks a brand image of Ideology and Believe in Movement,
5. Consistency of brand image.
a. Victoria’s Secret PINK stays consistent with their unique brand image throughout all of their products and mediums of advertising.

b. Reference the screenshot of V.S. PINK’s website. The products and models embody all three elements of their brand image; fun, flirty, and trendy.

c. Staying consistent in brand image creates customer loyalty.
   i. Consumers know what image they are portraying every time they purchase apparel from PINK.
   ii. Customers are able to resonate with a brand’s identity when it is consistent and relatable to their needs (individuality as an example).

d. By maintaining an exclusive and compelling brand image while remaining consistent in that brand image, V.S. PINK racked up $1.8 billion in revenue this last fiscal year (Lbrands)

e. We believe it is Ideology’s lack of a unique and consistent brand identity that can attributed to its lack of success compared to its competitors.

6. What Ideology’s brand image should be.
   a. Sleek, versatile, sophisticated, everyday movement.
   b. Appeal to the male market to increase customer base.
      i. Reference the success of Luluemon.
   c. Appeals to both the middle and middle-upper class by offering chic design and affordable pricing.

Transition: By implementing a compelling and consistent brand identity unique to Ideology and appealing to a more diverse market, we believe that Macy’s will be able to significantly increase their activewear sales. Alicia will now provide you with our concluding statements.

III. Conclusion.

A. Better marketing the Ideology brand to millennials as well as other top athletic wear brands like Nike.

B. Conveying a unique and consistent brand image, like how PINK embodies a strong and consistent brand image.

C. Adopting a sophisticated, yet playful and versatile brand identity for Ideology, differentiating themselves from the competition.

D. Currently, only 17% of our group is shopping at your store, not even in the athletic wear department.
E. We desire a department store that provides us with a variety of the brands and identities that we resonate with. So, that is what Macy’s and Ideology must give us through their brand image.

F. And that’s how together we can make “the magic of Macy’s” truly magical.


VSPINK (VSPINK). “Let’s keep this party going! © #PINKSpringBreak.” 16 March 2015, 12:12 p.m. Tweet.


