Home {STAR}ts Here

macy's
Meet The Team
So today we’re going to talking about...

1. Home STARts Here campaign
2. Demographics
3. Implementation
4. Risks and Successes
Create a Hispanic Dress Department

“Simply put, for Macy’s, Inc. diversity is a business imperative – aligned with our priorities and integrated into all areas of the business.”

Jeff Gennette
Chief Executive Officer
Macy’s, Inc.

Build off Success of Thalia Sodi collection
Create connection with communities
Promote an Inclusive environment
NORDSTROM
Create something similar

ZARA
Greater traction in the US
Dresses that stick to hispanic roots
While looking great on everyone
Brendalin & Cora

Celia B.
California 15,540 Million
Texas 11,369 Million
Florida 5,562 Million
Buying Power of Hispanic Consumers in the United States

Year

Trillions U.S. Dollars


0.21 0.5 1.01 1.32 1.72
68%
56%
Establish Partnership and Designer

Establish a partnership with Brendalin + Cora, and with Celia B

Social Media Spotlight

Follow different key consumers and their lives within the new Macy’s Brand

Website Language Toggle

Once the consumer clicks on the new department a toggle will appear to allow them to change the website language to Spanish.

Friends and Family Event

Coupon available on the Macy’s website and app. Also available in stores within the friends and family weekend.
Instagram Marketing Usage is Increasing!

Future use of social media among marketers worldwide by platform 2019

- **Instagram**: Increase
- **Youtube**: Increase
- **LinkedIn**: Stay the same
- **Facebook**: No plans to utilize
- **Twitter**: Decrease
- **Messenger bots**: Increase
- **Pinterest**: Decrease
- **Snapchat**: No plans to utilize
2 Great Instagram Accounts

Let's Keep this Momentum Going!
Macy’s Spotlight

- #macyslove
- Highlights customer’s Individuality
- Promotes Inclusivity and Diversity
Individuals bring personal side to account

macyspotlight “Macy’s allowed me to express my heritage in my wedding through their new hispanic dress section, no other place could really do that for me. And they put together my wedding registry.” - Maria #macyslove #macysspotlight
Language Toggler

Make it easy to choose language at the top of page

English  Français  Español  中文  русский
Customer Participation

50% Sale!!!

Bring a friend to Macy's and shop our new Brendalin and Cora section to be eligible for the discount.

*Coupon only includes item in Brendalin and Cora section. Available in select locations only.
The graph illustrates the revenue and revenue growth for various clothing categories from 2010 to 2023, measured in million US dollars. The categories include:

- Total
- Blazers (women & girls)
- Dresses & Skirts (women & girls)
- Blouses (women & girls)
- Coats & Jackets (women & girls)
- Suits & Ensembles (women & girls)
- Trousers (women & girls)
- Jerseys, Sweatshirts & Pullovers (women & girls)

The data is sourced from Statista, August 2019.
<table>
<thead>
<tr>
<th>Probability</th>
<th>Risk Assessment</th>
<th>Low</th>
<th>Moderate</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>Extra costs</td>
<td>Overwhelming use of the coupon</td>
<td>Logistical issues with partnership</td>
<td></td>
</tr>
<tr>
<td>Moderate</td>
<td>Doesn’t take well</td>
<td>Not inclusive towards all demographics</td>
<td>People don’t like brand</td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>Store Space</td>
<td>Low Social Media Engagement</td>
<td>Lack of Employee interest</td>
<td></td>
</tr>
</tbody>
</table>
- New demographic
- Renew brand
- Expand
- Exposure
- Diversity
Home {STAR}ts Here
Thanks,
Any Questions?
## Appendix

<table>
<thead>
<tr>
<th>Overwhelming Use of Coupon</th>
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<td>Financials</td>
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<tr>
<td>Not Inclusive</td>
<td>People Do Not Like It</td>
</tr>
</tbody>
</table>
macys's

$10 OFF
YOUR PURCHASE OF $25 OR MORE

SUPER WKND SALE

One to Two Day Sales
Diversity and Inclusion