



Brand Portfolio Final Project



*BY CAITLIN
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Why I chose this brand

Introduction

I selected Coach for my brand portfolio because of the love I have acquired for the company in recent years. I was very impressed by their rebranding and how successful it has been, marketing to a younger audience. I also like their focus to be more eco-friendly in the fashion and leather industry, by creating Coach (Re)loved and Coachtopia. Additionally, the past few bags I have bought were purchased from Coach and they have become very sentimental to me because of the quality and craftsmanship at a reasonable price.

Brand History



- Coach was founded in 1941 in New York City with the goal to become “The Original American House of Leather”
- Creative Director, Stuart Vevers, has been directing the vision for coach since 2013, following the brand message “better-made things create a better made future for all.”
- CEO and Brand President Todd Kahn
- Parent brand Tapestry Inc.

- Coach products are available in outlets stores like the Coach Outlet and other discount stores, which brings down the luxury appeal that Coach aims to maintain. Other Luxury brands don't offer this.
- Their products being available in other places puts them at risk like any other brand for counterfeiting



Current Marketing Challenges

- Post-Pandemic, many people are driven to purchase goods via digital platforms, meaning that many companies have had to expand into e-commerce
- While Coach does have a website and active instagram account, they do not have an account on TikTok
- Many of their products are marketed towards GenZ and Millennials, who are the primary group to target on TikTok
- If Coach started advertising on TikTok, they would reach a larger audience
- Their products would go viral and catch the eyes of millions of young adults



Coachtopia Winter 2023 Campaign: 'A Wasty Holiday'

- Highlights the overconsumption and waste of products during the holiday season
- Campaign film shows bags made from recycled and recyclable materials to reduce waste in the fashion industry



Marketing Department Organization

Marie Audier

Senior Vice President Head of Marketing and
E-Commerce for Na at Coach
New York, New York, United States

Carly Lorberbaum

Vice President Growth and Brand
Insights (2 total)

Katie Berry

Senior Director, Global
Brand Marketing

Jerad Hulse

Senior Manager, Global Marketing
(36 Total)

Bernadette DeAngelis

Director, Marketing Transformation

Lesley Oberdorf

Senior Director, North America
Marketing
(3 Total)

Vanessa Callahan

Director, Global Digital Production and
Marketing Operations

Laura Acosta

Manager, North America Marketing

Advertising Agency Suppliers

UM/IPG: Global media brand that operates in over 100 countries

- “We leverage the transformational power of rich business analytics and real-time intelligence to maximize growth and activate the full consumer journey across content and connections. Our consultative approach and agile model, rooted in diversity, equity and belonging, drive better business outcomes for brands.”



Thrive and Nestlé Partner to Launch Campaign for Reusable Jars (February 2023)

Other Accounts:

Accenture, American Express, Coca-Cola, Fitbit, GoPro, Johnson & Johnson, Levi Strauss & Co, Mattel and Spotify.

Supplier List Organization

95% of the Tier 1 suppliers are available for public viewing on the Tapestry Inc. Website as of June 30th, 2023

TIER 1: Finished goods factories, where the final transformation of a product occurs. This typically encompasses all cut, sew, packaging and other final functions.

TIER 2: Raw material suppliers, like mills and tanneries, where the final transformation of inputs into fabric, leather, hardware or other components occurs. This tier also includes embroidering, beading and washing.

TIER 3: Suppliers involved in the processing of raw materials prior to the transformation of those components into finished raw materials.

TIER 4: Locations where resource extraction and processing occurs, including farms, forests and mines.



Jennifer Lopez, Rambler Bag, High Line, New York City

Current Advertising- 'In My Tabby'

- "I've always believed that fashion should be about more than only style, it should be about community, and creating safe spaces where people feel free to express themselves," said Coach Creative Director Stuart Vevers. "
- 'In My Tabby' brings together our Coach Family and collaborators to celebrate stories of creativity and courage that embody our vision for Coach to inspire people to fully express all of who they are."



'Wear Your Shine' 2023



Commercial link: <https://www.youtube.com/watch?v=yZet12hZbBw>

Creative Strategy

- Coach's creative strategy and USP in my opinion, is to create fresh, creative and sustainable designs for the next generation while still keeping the original craftsmanship and values of the brand when they first started as a family company in 1941.
- I think Stuart Vevers, their creative director, is doing an amazing job at refreshing their designs to fit a younger market without losing the original ideas of the company.
- Their significant turnaround for the company with their rebranding after 2013 has been a major success, and in my opinion, it has everything to do with marketing towards younger women in a tasteful way.



Where is their advertising running?

- Magazines, YouTube, websites, billboards
- Recently in Vogue in Sept. 2023 and programmatic ads on YouTube in Nov. 2023
- Coach frequently does pop-up shops to support their campaigns



How much are they spending?

According to Media Radar, Coach spent under \$100 million on advertising in digital and print in the last year. Coach invests in premium ad units and advertised on over 100 different Media Properties in the last year across multiple Media formats.

Coach's Pride campaigns: Purpose Driven Marketing

- For Coach to promote Pride Month and host events and create new merchandise for the cause, is a tactful PR and sales promotion strategy
- The majority of major companies in the U.S. participate in Pride Month campaigns to support the cause, so Coach following in suit is not revolutionary
- However, for a fashion and leather brand to participate and create a whole campaign out of it is slightly different (Coach is 1/5 luxury brands to do a Pride campaign for 2023)
- Many luxury brands will not do more than push social media content
- The creation of stylish bags and clothing that honor the LGBTQ+ community was extremely successful for them



Pride Party hosted by
Coach at 'The
Monster' club in
West Village, NYC
2022

'Have The Courage
To Be Real'
campaign
2023



MarCom Examples

- If Coach has any intention of becoming a premium luxury brand like Versace or Bottega, they would need to remove all of their products from outlet stores.
- The Creative Director would also need to be mindful of the ever-changing trends and style of GenZ and millennials
- They do a great job with their campaigns, but are lacking attention and reach on their social media, despite having 7 million followers on Instagram

Emerging Issues with the Brand:

Sources

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EST. 1941

COACH

American House of Leather



Re-inventing classics, one bag at a time.