

Aritzia Summer 2024 Campaign

Emma Glascock

CMN 305

Gregory Levey

April 10, 2024

Executive Summary

This following public relations proposal will go over a campaign designed for the summer of 2024. The campaign is proposed to be a collaboration between Aritzia and Maria Georgas. Media strategy and tactics have been put into place in order to design and plan out this campaign.

The proposal will highlight Aritzia's personal success throughout their time as a company as well as highlight their success within the past year by being supported with financial documents in a press release released in January of 2024. As previously stated, this public relation campaign proposal is set for the summer of 2024. It will begin in May and last as a three months strategic campaign. In order to complete it in an appropriate time this proposal goes through every needed detail to accomplish said goals.

The proposal starts with a bio that describes the company, Aritzia. It runs through the company's history and describes the clothing styles and quality. It then transitions to an overview of the campaign. It goes through the proposed campaign collaborator, Maria Georgos, a contestant from the most recent season of the Bachelor. I also explain the timeline of the release of the campaign. This proposal will also consist of mine and my PR firm's reliability and the reasons why we can take on this case and be the best for the brand's success.

From here, I will show a press release that I think is appropriate for the campaign's success. The press release is by Aritzia in January of 2024. It is an overview of their finances. I conclude the proposal with talking points that should be highlighted and the strategies and tactics to achieve the proposed campaign.

TABLE OF CONTENTS

Bio

Aritzia is a Canadian fashion brand founded in 1984 by Bryan Hill in Vancouver, British Columbia. It became popular for its sleek, simplistic, quality driven clothing. Starting as a single boutique, the success of the company allowed it to branch out over Canada and the United States. They currently have over 100 locations in major cities like Toronto, New York, and Los Angeles.

Aritzia's success not only stemmed from the sleek, simplistic, quality, but from the wide range of styles. The brand collaborates with designers with styles that are, athletic, business casual and evening wear. Styles available to wear are from morning workouts to evening cocktails. Designers consisting of Tna, Babaton, and Wilfred.

The brand has always committed to customer service and to having a welcoming shopping environment. Because of this commitment, the brand has a loyal following. In addition, the brand has been able to collaborate with celebrity figures. Aritzia stays ahead of the trends and continues to be influential and significant in the fashion industry.

ARITZIA



Outline/Overview

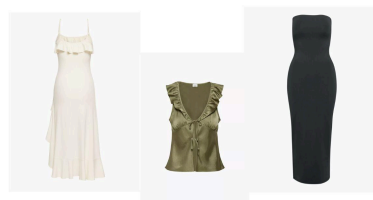
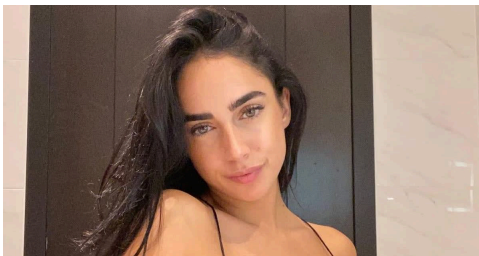
I am basing my PR campaign off of the Pamela Anderson and Emma Chamberlain collaborations with Aritzia in the Spring 2023 and Winter 2023 seasons. I am pitching to Aritzia a collaboration for the Summer of 2024 season. The collaboration will be with Maria Georgas. After Marias appearance on the

latest Bachelor season (Season 28) she received an enormous reaction from the public. She was given status and idolized for her fashion and personality. Maria now has the status given to her by the public to use. Brands are going to want to work with her and collaborate. Maria's sleek fashion sense and aesthetic match Aritzia's storefront.

Based on the previous collaborations with influencers and celebrities like Pamela Anderson and Emma Chamberlain, there is already a mold to achieve the campaign correctly. We will take a moodboard of worn outfits by Maria, and specifically ones loved by the public, to then advertise similar pieces by Aritzia. We will also launch new products simultaneously for the campaign. By having a moodboard of worn outfits from the tv show, the designers can then design and release new pieces to sell alongside successful staples that we already have.

Our public for this campaign will be Aritzia's current buyers and the "Bachelor Nation". The audience for the Bachelor is large and strong; because of this, they will be sure to support Maria. In addition, a lot of audience members will already be customers. The mix between the two proposed buyer groups can be visualized as a venn diagram.

Now is a good time to release the campaign with the finale being just at the end of March of 2024. Maria and her character are still very much relevant to our proposed audience. We should release sneak peaks within the next month to then drop the campaign in May.



Our Expertise, Experience, and Capabilities

My agency, Jane Gill PR, is a good choice for Aritzia based on our work in the fashion industry. We have worked with, and continue to work with, brands such as Lole, Louis Vuitton, goop, Dior, and Banana Republic. These few examples of clients show the work put into and received by household name brands. We are experts at media exposure, influencer marketing, strategic counsel, events, social and digital marketing, and partnerships.

“We build awareness and increase revenue potential for our clients through highly considered and targeted communications strategies. Our team creates affinity with the people who shape opinions and influence actions by articulating the true essence of the brands we represent. We are driven by three tenets.” (Jane Gill PR)

Objectivity, transparency, and adaptability. By being constantly informed and confident, we are able to express a variety of opinions. By doing so, our clients have a trustable, deep, and productive relationship with our agency. Honesty and clarity are the base of any relationship. We take both seriously in regards to client teams, media, content creators, and any other partners. We make sure to constantly anticipate, embrace, and advise, when it comes to cultural and financial changes with our clients and their industries.



Press Release

With an increase in sales since starting to incorporate celebrity campaigns, it proves its success and therefore the available budget to do another. We can use this press release in the campaign to show our financial stability to pursue another collaboration. It can also show that post previous campaigns, that they didn't lower profit in any way. The press release highlights the finances of Aritzia and can be highlighted for below points:

Net revenue increased 4.6% from Q3 2023¹ to \$653.5 million, with comparable sales growth² of 0.5%

United States net revenue increased 4.2% from Q3 2023 to \$326.6 million, comprising 50.0% of net revenue in Q3 2024

Retail net revenue increased 4.2% from Q3 2023 to \$441.1 million

Across the board, it is shown as Aritzia being a growing company. This looks good for them as well as it looks good for a prospective collaborator such as Maria to want to work with them. Metrics matter and by seeing these metrics of growth, it will translate into growth when marketing and going through with a campaign as so.

Aritzia Reports Third Quarter Fiscal 2024 Financial Results

VANCOUVER, January 10, 2024 – Aritzia Inc. (TSX:ATZ, “Aritzia,” the “Company,” “we” or “our”), a design house with an innovative global platform offering Everyday Luxury online and in its boutiques, today announced its financial results for the third quarter ended November 26, 2023 (“Q3 2024”).

“Aritzia delivered third quarter net revenue of \$654 million, an increase of 5% from top of outstanding growth of 3% in the third quarter of Fiscal 2023 and 63% in the third quarter of Fiscal 2022. Although the consumer environment remains mixed, we generated sales growth across all of our geographies and channels, as clients responded well to our new styles and outdoor offering,” said Jennifer Wong, Chief Executive Officer. “As expected, we saw sequential margin improvement in the third quarter, and we made ongoing progress in executing against our Fiscal 2024 priorities. Our new Toronto area distribution centre successfully ramped to accommodate record volume and we further improved our inventory position.”

“As we continue to anniversary two years of unprecedented growth, resulting in a 33% three-year net revenue CAGR in Q3 of Fiscal 2024, we remain focused on investing in the scalability of our business and setting the stage for our next level of anticipated growth. Looking ahead, we expect to launch Spring 2024 with an improved product assortment and inventory position. We are also accelerating our real estate expansion strategy into Fiscal 2025 and diligently working to increase our eCommerce momentum through strategic investments in leadership, digital marketing and technology,” added Ms. Wong.

Third Quarter Highlights

- **Net revenue** increased 4.6% from Q3 2023¹ to \$653.5 million, with comparable sales growth² of 0.5%
- **United States net revenue** increased 4.2% from Q3 2023 to \$326.6 million, comprising 50.1% of net revenue in Q3 2024
- **Retail net revenue** increased 4.2% from Q3 2023 to \$441.1 million
- **eCommerce net revenue** increased 5.5% from Q3 2023 to \$212.5 million, comprising 32.5% of net revenue in Q3 2024
- **Gross profit margin³** decreased 180 bps to 41.5% from 43.3% in Q3 2023
- **Selling, general and administrative expenses** increased 14.4% from Q3 2023 to \$187.4 million
- **Net Income** decreased 39.1% from Q3 2023 to \$43.1 million
- **Adjusted EBITDA⁴** decreased 23.3% from Q3 2023 to \$91.8 million
- **Net income per diluted share** of \$0.38 per share, compared to \$0.61 per share in Q3 2023
- **Adjusted Net Income per Diluted Share⁵** of \$0.47 per share, compared to \$0.67 per share in Q3 2023

¹ All references in this press release to “Q3 2024” are to our 13-week period ended August 27, 2023, to “Q3 2023” are to our 13-week period ended November 27, 2022, to “YTD 2023” are to our 39-week period ended November 27, 2022, to “YTD 2024” are to our 39-week period ended November 26, 2023, to “Fiscal 2022” are to our 52-week period ended February 27, 2022, to “Fiscal 2023” are to our 52-week period ended February 27, 2023, to “Fiscal 2024” are to our 52-week period ending March 3, 2024, to “Fiscal 2025” are to our 52-week period ending March 2, 2025, and to “Fiscal 2027” are to our 52-week period ending February 28, 2027.

² Certain metrics, including those expressed on an adjusted or comparable basis, are non-IFRS measures or supplementary financial measures. See “Comparable Sales and Comparable Sales Growth (Decline),” “Non-IFRS Measures and Retail Inventory Metrics” and “Selected Financial Information.”

Third Quarter Results Compared to Q3 2023

(Unaudited, in thousands of Canadian dollars, unless otherwise noted)

	Q3 2024	% of net revenue	Q3 2023	% of net revenue	Change	
					%	% pts
Retail net revenue	\$ 441,056	67.5 %	\$ 423,224	67.8 %	4.2 %	
eCommerce net revenue	\$ 212,458	32.5 %	\$ 120,981	32.2 %	3.3 %	
Net revenue	\$ 653,524	100.0 %	\$ 624,615	100.0 %	4.6 %	
Gross profit	\$ 270,937	41.5 %	\$ 270,663	43.3 %	0.1 %	(1.8)%
Selling, general and administrative (“SG&A”)	\$ 187,373	28.7 %	\$ 163,737	26.2 %	14.4 %	2.5 %
Net income	\$ 43,093	6.6 %	\$ 70,728	11.3 %	(39.1)%	(4.7)%
Net income per diluted share	\$ 0.38		\$ 0.61			(37.7)%
Adjusted EBITDA ¹	\$ 91,763	14.0 %	\$ 119,618	19.2 %	(23.3)%	(5.2)%
Adjusted Net Income per Diluted Share ²	\$ 0.47		\$ 0.67			(29.9)%

Net revenue increased by 4.6% to \$653.5 million, compared to \$624.6 million in Q3 2023. This is on top of strong net revenue growth over the last two years of 57.8% in Q3 2023 and 62.9% in Q3 2022, resulting in a three year compound annual growth rate (“CAGR”) of 32.9%. Comparable sales growth³ was 0.5%, compared to 22.8% in Q3 2023. In the United States, net revenue increased by 4.2% to \$326.6 million, compared to \$313.5 million in Q3 2023. Net revenue in Canada increased by 5.1% to \$326.9 million, compared to \$311.1 million in Q3 2023.

- **Retail net revenue** increased by 4.2% to \$441.1 million, compared to \$423.2 million in Q3 2023. The increase was driven by strong performance of the Company’s new and repositioned boutiques, which continue to generate better-than-expected results. Boutique count⁴ at the end of Q3 2024 totaled 117 compared to 113 boutiques at the end of Q3 2023.
- **eCommerce net revenue** increased by 5.5% to \$212.5 million, compared to \$201.4 million in Q3 2023, driven by growth in Canada as well as the Company’s digital warehouse sale in Q3 2024.

Gross profit increased by 0.1% to \$270.9 million, compared to \$270.7 million in Q3 2023. Gross profit margin³ was 41.5%, compared to 43.3% in Q3 2023. The decrease in gross profit margin of approximately 180 bps was primarily driven by higher markdowns to help optimize the Company’s inventory levels and pre-opening lease amortization costs for flagship boutiques. These impacts were partially offset by lower warehousing and freight costs.

SG&A expenses increased by 14.4% to \$187.4 million, compared to \$163.7 million in Q3 2023. SG&A expenses were 28.7% of net revenue, compared to 26.2% in Q3 2023. The increase in SG&A expenses was driven by investments in talent made through the end of Fiscal 2023, marketing initiatives and support office expansion to help support the Company’s growth.

Net income was \$43.1 million, a decrease of 39.1% compared to \$70.7 million in Q3 2023, primarily attributable to the factors described above.

Net income per diluted share was \$0.38 per share, a decrease of 37.7% compared to \$0.61 per share in Q3 2023.

Adjusted EBITDA¹ was \$91.8 million or 14.0% of net revenue², a decrease of 23.3% compared to \$119.6 million or 19.2% of net revenue² in Q3 2023.

³ There were four Reigning Champ boutiques as at November 26, 2023 and November 27, 2022 which are excluded from the boutique count.

1

2

Social Media Strategy and Tactics

Social media is going to come in greatly with the campaign. In modern day PR, social media is our best friend. To establish how we are going to achieve the greatest results with our social media use, we have to discuss strategy and tactics. What is the plan? What is the goal?

We have to employ tactics but not until we have established the strategy. The strategy for this campaign is to connect the “Bachelor Nation” and Aritzia clients through the love of a campaign combining the two and in doing so, to increase sales while expanding to a new audience and buyers. Maria, a contestant on the most recent season of the Bachelor, took the audience by storm with her sleek outfits and bubbly personality. Because of this, she has been loved on and off of the screen, even post airing of the tv show. To communicate this to the audience with social media, we should remind them why they love her character so much. One of the reasons she was taken in so well is due to her fashion. To see that they can dress like her will hook purchasers.

Our tactics for social media will be to have a section of our website dedicated to Maria. We will have her post on her own platforms such as Instagram and TikTok in the clothing designated for her campaign. Aritzia will post on their social media, Instagram and TikTok, of reposts from her. It will also benefit to do collaboration posts with @aritzia and @maria.georgas on Instagram. A collaboration post goes on both accounts and because of this, reaches both audiences at the same time, with them interacting on the same post.

Posts will be inspired and continuous from past collaboration media. This consists of Aritzia posting Maria as a model for clothing on the website (in styled outfits similar to those she wears and wore on her appearance on the Bachelor). Maria will then post regularly on her social media in said clothing but not in a way that it looks sponsored but rather it will look as though those are clothes she already happened to own but they are Aritzia. From this view as an audience member, they will feel lucky that they can buy their own and dress the same.

Additionally, ahead of releasing the campaign we will email three times in regards to informing the current mailing list of the upcoming collaboration campaign.

We will send out three emails in order to see what the public likes and dislikes. We will take that data to improve the final campaign, pre-release. This way it will be the optimal tactic. This will be A/B testing, just with our audience for our audience.

Recommended Programs

Our strategy is to increase sales from getting new buyers from an established niche group, “Bachelor Nation”. The Bachelor has been running for the past 24 years and since then it has grown increasingly as a culture. Because of this, we can use those who practice the culture of being a part of the

“Bachelor Nation”, and connect them to Aritzia. We will connect them to Aritzia through a beloved contestant, Maria, who they see as a fashion icon.

Our target is therefore to use Maria's fan base and the Bachelors fan base to increase sales. The best way to get something covered is to connect it to the outside world, a greater trend. Our greater trend is the Bachelor, and more specifically Maria.



Talking Points

When proposing the campaign, we want to get a few select messages out with it. The key message we want to get out of this campaign is that Aritzia's clothing is where you can have access to shopping and dressing just like your favorite contestant from the Bachelor.

Our modern day lives largely consist of social media and television, and both are extremely influential when working with the fashion industry. We have to utilize the access we have to those on social media and TV. That is the beauty of social media, we can use it for us, and can do so with fashion.

When executing this campaign, we are going to incorporate the 3 C's. The three C's are: clarity, consistency, and continuity. This proposal is written clear for those to fully understand our ideas and goals as well as our tactics and strategy. With this campaign being a continued idea from past campaigns, we are sticking consistent with what Aritzia has done in the past. The same feeling will be felt as it did from past campaigns with Emma Chamberlain and Pamela Anderson. We will use similar talking points as the past so it will feel consistent to Aritzia buyers. The continuity will ease the targeted audience and public in ways that they feel a higher need to purchase again from Aritzia.

Contact Page:

Emma Glascock

Managing Director- Jane Gill PR

Campaign For Aritzia Summer 2024

Number: 736-373-2929

Email: emma.glascock@janegillpr.com

References

(n.d.). Retrieved April 5, 2024, from

https://s21.q4cdn.com/489771965/files/doc_financials/2024/q3/Aritzia-Inc-Q3-2024-ER.pdf

Aritzia Reports Third Quarter Fiscal 2024 Financial Results. (2024, January 10). Aritzia Inc - Investor Relations. Retrieved April 5, 2024, from

<https://investors.aritzia.com/investor-news/press-release-details/2024/Aritzia-Reports-Third-Quarter-Fiscal-2024-Financial-Results/default.aspx>

Babaton EYECATCHER TUBE TOP. (n.d.). Aritzia. Retrieved April 5, 2024, from

https://www.aritzia.com/en/product/eyecatcher-tube-top/119364.html?dwvar_119364_color=1274

Babaton SLIP SATIN MIDI SKIRT. (n.d.). Aritzia. Retrieved April 5, 2024, from

https://www.aritzia.com/en/product/slip-satin-midi-skirt/114269.html?dwvar_114269_color=30654

Contour CONTOUR TUBE MAXI DRESS. (n.d.). Aritzia. Retrieved April 5, 2024, from

https://www.aritzia.com/en/product/contour-tube-maxi-dress/118760.html?dwvar_118760_color=1274

How to write a Public Relations plan. (2020, May 4). YouTube. Retrieved April 5, 2024, from

<https://www.youtube.com/watch?v=SuYpBVD4YXE>

Ten CANAPE SATIN TOP. (n.d.). Aritzia. Retrieved April 5, 2024, from

https://www.aritzia.com/en/product/canape-satin-top/114728.html?dwvar_114728_color=11420

Wilfred HERA DRESS. (n.d.). Aritzia. Retrieved April 5, 2024, from

https://www.aritzia.com/en/product/hera-dress/115804.html?dwvar_115804_color=1274

Wilfred TONKA SATIN BLOUSE. (n.d.). Aritzia. Retrieved April 5, 2024, from

https://www.aritzia.com/en/product/tonka-satin-blouse/105566.html?dwvar_105566_color=32375

(n.d.). Retrieved April 5, 2024, from https://issuu.com/olivia-zaraburgher/docs/campaign_proposal

Babaton AUDIENCE SATIN DRESS. (n.d.). Aritzia. Retrieved April 5, 2024, from

https://www.aritzia.com/en/product/audience-satin-dress/120213.html?dwvar_120213_color=1274

Oui, Emma. (n.d.). Aritzia. Retrieved April 5, 2024, from

<https://www.aritzia.com/en/stories/emma-chamberlain-in-france>

Sunday Best OLIVE MINI SKIRT. (n.d.). Aritzia. Retrieved April 5, 2024, from

https://www.aritzia.com/en/product/olive-mini-skirt/116002.html?dwvar_116002_color=32376

Ten PAIRING DRESS. (n.d.). Aritzia. Retrieved April 5, 2024, from

https://www.aritzia.com/en/product/pairing-dress/116141.html?dwvar_116141_color=17232

Wilfred CLINK DRESS. (n.d.). Aritzia. Retrieved April 5, 2024, from

https://www.aritzia.com/en/product/clink-dress/116064.html?dwvar_116064_color=11420

Canadian PR Firm | Boutique PR Agency. (n.d.). Jane Gill PR. Retrieved April 6, 2024, from

<https://janegillpr.com/agency/>