

ARITZIA

CONTENT STRATEGY

We are Everyday Luxury.

Brand Positioning

Aritzia is a design house with an innovative global platform. Creativity is at the core of everything we do. We're about good design, quality materials and timeless style — all with the well-being of our people and planet in mind.

- Modern femininity
- Affordable luxury
- Personalized customer service
- Sustainable
- Aspirational lifestyle
- Capsule wardrobe essentials

Target Audience

<u>Segmentation Matrix</u>	Segment 1	Segment 2
Demographics	<ul style="list-style-type: none">• Women• Ages 18-22• Low-mid income students	<ul style="list-style-type: none">• Women• Ages 23-35• Mid-high income working professionals or mothers with disposable income
Psychographics	<ul style="list-style-type: none">• Looking for trendy, affordable luxury• Influenced by social media and peers• Still exploring personal style	<ul style="list-style-type: none">• Values quality• Looking for versatile from work to after-hours• Want fashion to represent their career goals

Social Media Voice

Aritzia keeps their brand image on social media synonymous with their brand positioning, centered on appealing to sleek, fashion-forward women.

Polished	Elegant	Guiding	Confident
Aspirational	Collaborative	Empowering	Trendy

Content Pillars

Entertaining

Content meant to be fun, relatable, or witty to lift follower’s moods and create excitement around the brand.

- BTS from photoshoots or brand events
- Making trending sounds fashion-related
- Leveraging influencer partnerships with faces your followers love

Engaging

Content that invites interaction, and makes fans of Aritzia feel like they are part of the family.

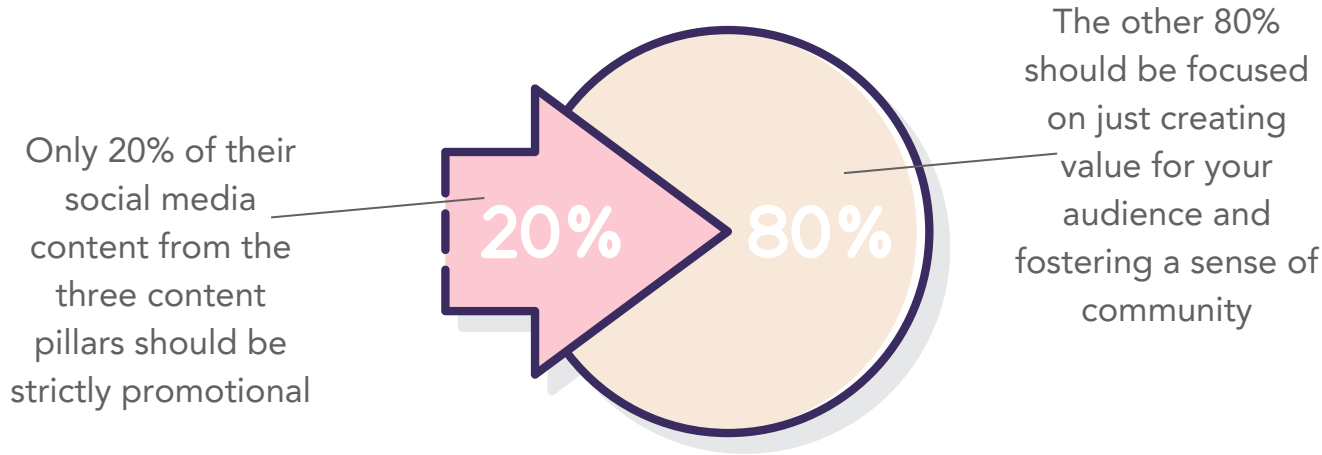
- Create a ‘fashion personality’ quiz linked to IG Stories
- Spotlight customer’s who’ve posted in Aritzia pieces and ask the audience to vote on their favorite looks

Educational

Content providing valuable tips and tricks about fashion and styling using Aritzia’s pieces.

- BTS from photoshoots or brand events
- Making trending sounds fashion-related
- Leveraging influencer partnerships with faces your followers love

80/20 Rule



Platform-Specific Strategies

Aritzia tailor's their content strategy based on each platform's different audience needs and behaviors, and the algorithm:

- Instagram: A focus on IG Stories, Reels, and Carousels for more interactive content and visual storytelling for current followers
 - TikTok: Short-form, trend-driven videos showing unique styling tips or behind-the-scenes looks trying to reach new audiences
 - Pinterest: Visual mood boards and fashion inspiration featuring capsule wardrobe essentials and trend guides
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Leveraging Influencer Partnerships

Because influencers have already built their own dedicated community, Aritzia expands their reach and visibility across social platforms through influencer collaborations to increase their brand awareness. Brand exposure coming from influencers often feels more relatable to audiences than from a brand account. Aritzia can also pick creators with specific audiences they're looking to target for each different campaign, ensuring the right brand message reaches the right people.

Micro

Micro influencers typically have between 1,000-100,000 followers. Using them can be cost-effective because you can often bring them on for gifted campaigns. They also tend to have the highest engagement rates because they have smaller, more niche, and highly dedicated audiences. This means their followers might feel a more personal connection to them.

Macro

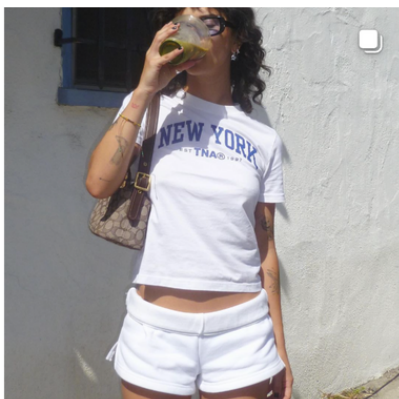
Macro influencers typically have between 100,000-1M followers. With them, Aritzia can get a larger reach than micro influencers, but a more personal connection than celebrities. This can provide a good balance between cost and reach. A lot of macro influencers are seen as trendsetters in the fashion niche, making them valuable for new launches.

Celebrity

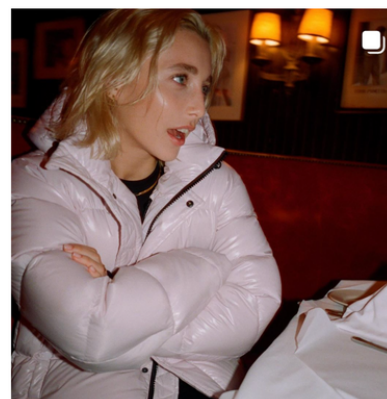
Celebrities have 1M+ followers to be considered a public figure on an app, but this can also include real-life celebrities for which followers don't matter. They have the best chance for the most reach, but have very expensive rates. This is typically worth it, though, for the instant credibility and mainstream exposure they can bring Aritzia through endorsements.



@omgtiffanie
34.5k followers



@unclejessie
177k followers



@emmachamberlain
15m followers

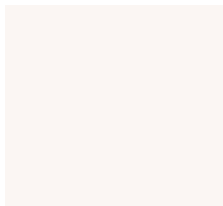
Data-Driven Insights

Aritzia can leverage KPIs to track and measure the effectiveness of their marketing efforts with quantifiable data. This information can guide data-driven decisions to help Aritzia prioritize where to allocate their resources for their content strategy, and identify opportunities for improvement for future campaigns. Some valuable key performance indicators for social media include:

- **ROI** (Return on Investment) tracked through metrics like **CPC** (Cost-Per-Click), **CPA** (Cost-Per-Acquisition) and **Conversion Rate**
- **Engagement Rate** (including likes, comments, saves and shares)
- **Follower Growth**
- **Reach and Impressions**
- **SOV** (Share of Voice)
- **CTR** (Click-Through Rate)
- **Hashtag Performance**

Visual Aesthetic

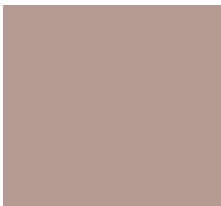
Still Graphics Color Palette



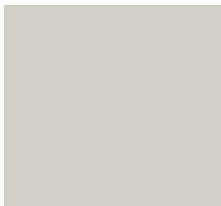
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#bfbdc9



#b49a93



#d0cec6



#2e3542

Main Font
Libre Baskerville

Broader Branding
Libre Baskerville

Imagery Style

Sophisticated Silhouettes

Clean, Minimalist

Editorial Fashion Focus