



SPRING / SUMMER 2018

ACTIVATION GUIDE

LACOSTE 

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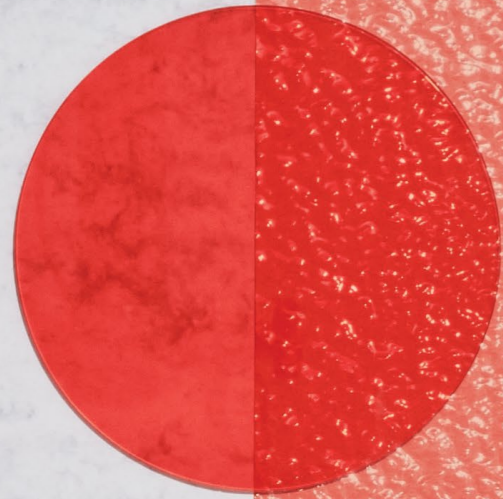
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Introduction

We are continuing our focused approach for Spring/Summer 2018, supporting our 3 key marketing objectives:

- Increase desirability & visibility of Lacoste within multi-brand stores by targeting a new/younger consumer through the development of footwear franchises as well as select committed styles
- Grow sales & presence in Lacoste boutiques
- Accelerate the growth of our women's business with a more focused approach

To achieve these objectives we will focus our global activities behind one key story each season, delivering a 360-degree campaign to incorporate multiple consumer touch points. We will also be working closely with Lacoste HQ to drive and maximise opportunities ensuring we are leveraging brand communication tools and channels globally and delivering a consistent message across all consumer touch points.

We ask you to deliver at least one 360-degree campaign that supports the key marketing story most relevant to the footwear buy in your market and the target consumer.

Marketing Strategy

In order to support the delivery of the marketing strategy, we have created four focus campaigns. Each campaign is tailored to support a key distribution channel and drive conversations with the relevant target audience.

	Multi-brand Stores	Lacoste Boutiques	Women
Objective	Grow sales within multi-brand sports and multi-brand fashion channels by increasing basket spend with current core consumers whilst attracting new/younger consumers to the brand.	Grow sales in boutiques and mono-branded stores by ensuring existing consumers increase basket spend via occasion to wear propositions and new consumers purchase footwear in addition to apparel.	Accelerate growth of the women's category within all relevant channels by continuing to attract new consumers to the brand.
Campaign Focus	Lacoste Tennis Explorateur My Lacoste Summer	L.12.12	My Lacoste Summer
Distribution Channel	Multi-brand sport stores Multi-brand fashion stores	Lacoste boutiques Mono-branded stores	Multi-brand fashion stores Lacoste boutiques Department stores
How	<ul style="list-style-type: none"> Develop and grow the franchise propositions as well as select committed styles in key strategic accounts and build the trans-seasonal messaging on the Explorateur Establish marketing campaigns that help support relevant activation plans through digital assets that elevates the Lacoste brand and drives traffic to retail Drive brand heat around the Lacoste Tennis franchise through collaborations and influencer partnerships that resonate with the younger consumer 	<ul style="list-style-type: none"> Focus on iconic product highlighted in the boutique assortment to align with the brand strategy Increase alignment with Lacoste Paris to leverage brand marketing activities and consistency of brand message through the boutique calendar Increase retail visibility with new focus on footwear in retail concepts 	<ul style="list-style-type: none"> Continue to build a range with relevant pricing and style executions to attract new female consumers Deliver a depth of options on franchise, committed styles and volume drivers Continue success of 'Made for Her' and deliver women's focused marketing activity

Content Frameworks

The content frameworks for the seasonal marketing campaigns have been developed to outline communication objectives, provide further information around the campaign story and drive key messaging.



YOUR GAME YOUR STYLE



Lacoste Tennis

Campaign Name	Your Game Your Style	
Communication Objective	Position Lacoste as a stylish, current sport-lifestyle brand.	
Narrative	<p>The energy of the court, worn your way. Evolve your style, move the game on. Re-draw the lines. Show your true spirit. Celebrate authentic sporting origins, in your own style.</p>	
Content Drop	Authentic sporting origins.	Worn your way.
Objective	Communicate tennis authenticity and sporting legitimacy through graphic, contemporary visual language. Define 'your game' with the Lacoste Tennis collection.	Define 'your style' through contemporary relevance of athleisure styling in an urban setting.
Story	<p>Celebrate authentic sporting origins by redrawing the lines of the tennis court in a lifestyle setting. Graphic tennis cues cement the sporting legitimacy of the Lacoste Tennis collection.</p>	<p>Lacoste offers a collection inspired by the court, designed for your urban life. Worn your way, pair with contemporary athleisure apparel for the ultimate street style look. Show your true spirit with youthful energy and effortless wearability.</p>
Key Messages	<p>Expanding the Lacoste Tennis family released in SS17, we introduce the LT Fit, a true athleisure shoe.</p> <p>—</p> <p>Communicate Lacoste's tennis authenticity and sporting legitimacy through sport-inspired products designed for everyday lifestyle.</p> <p>—</p> <p>Lacoste celebrates their sporting values of fair play and playing in style, while referencing René Lacoste's tenacious attitude on and off the court through the campaign messaging 'Your Game Your Style'.</p>	

My Lacoste Summer

Campaign Name	My Lacoste Summer	
Communication Objective	Celebrate Lacoste summer staples through key seasonal styles.	
Narrative	<p>Join the party. Let the city play. Dance with colour in festive parks. Be spontaneous. Carefree. Unscripted. Escape to the sea. Take to the air. Lose yourself to the blue.</p> <p>Choose who you want to be this summer with Lacoste.</p>	
Content Drop	Lacoste is summer.	Join the party.
Objective	Promote Lacoste's premium summer collection.	Position Lacoste as a go-to holiday collection.
Story	<p>Think summer. Think Lacoste. Wardrobe staples that will take you through the season in style. Clean white and nautical navy will give your summer a sporting sartorial edge. Classic Lacoste at its best.</p>	<p>Think holiday. Think Lacoste. With a shade for every destination. From the beach club to the pool, 'My Lacoste Summer' is designed for long summer days by the blue.</p>
Key Messages	<p>Lacoste offer a collection of wardrobe staples to bring a sporting sartorial edge to any summer style.</p> <p>—</p> <p>Celebrating the brand's youthful, colourful side, Lacoste offer statement slides and vibrant sandals for carefree holiday styling.</p> <p>—</p> <p>Think summer. Think Lacoste.</p>	

MY LACOSTE SUMMER



FOR HIM

FOR HER



LACOSTE 

L.12.12

Campaign Name	The Spirit of The L.12.12 Polo Shirt in a Footwear Collection	
Communication Objective	Grow awareness of the iconic collection, positioning the L.12.12 as a classic staple for any wardrobe.	
Narrative	<p>Inspired by the pioneering piqué polo shirt. A true icon reinterpreted, deconstructed. Made with finesse.</p> <p>The L.12.12 shoe continues the tradition and revives the art of making. The essence of Lacoste. For him; for her.</p>	
Content Drop	The crafted icon.	For him; for her.
Objective	Introduce the new seasonal execution: unlined leather.	Introduce the new lightweight silhouette and leverage the unisex trend: a collection for him and for her.
Story	A true icon reinterpreted, this season's iteration celebrates René's craftsmanship through a premium unlined leather execution. The ultimate sartorial summer style.	Demonstrating the true versatility of our iconic wardrobe staple, the L.12.12 is the perfect option for every outfit, whether styled for him or for her, updated in a lightweight iteration for summer.
Key Messages	<p>Expanding the family, the L.12.12 is executed in a premium unlined leather execution for him and for her.</p> <p>—</p> <p>Celebrating René's inventiveness, the unlined execution demonstrates crafted design through Lacoste's brand codes.</p> <p>—</p> <p>A lightweight piqué execution nods to the continued focus on innovation while demonstrating strong visual links back to the iconic piqué polo shirt.</p> <p>—</p> <p>Part of the L.12.12 collection, the footwear embodies the spirit of the iconic polo shirt designed by the brand's founder.</p>	

EXPLORE FEET FIRST



LACOSTE 

Explorateur

Campaign Name	Explore Feet First	
Communication Objective	Position Lacoste as an on-trend brand with an urban aesthetic and product for all seasons.	
Narrative	<p>Some see a city, you see an adventure. Charter the undiscovered. Embrace the journey. The city is your playground, express yourself. Grab the moment. Change your outlook. Somewhere something incredible is waiting to be lived.</p>	
Content Drop	Transitional urban style.	New crafted silhouette.
Objective	Highlight transitional wearability through performance-inspired designs and new material executions.	Introduce the new Explorateur Craft, highlighting the fusion of craftsmanship and performance to create a stylish urban aesthetic.
Story	Fusing performance-inspired design with everyday style, the Explorateur is updated with fresh materials to bring your wardrobe into spring.	Sport meets crafted lightweight design in a silhouette that brings sartorial styling to city exploration. The city is your playground, discover in style.
Key Messages	<p>Combining contemporary material executions and lightweight construction for ultimate urban style.</p> <p>—</p> <p>Premium sneaker, combining a cool urban aesthetic, while maintaining Lacoste's core design values.</p> <p>—</p> <p>Rugged outsoles combine with textile uppers, continuing to develop a city shoe cut out for urban adventure.</p>	

Activation Strategy

The following pages provide further details on how you can activate key marketing stories to help deliver against our 3 key strategic objectives:

- Increasing desirability & visibility within multi-brand stores
- Increasing presence & visibility of footwear in Lacoste boutiques
- Accelerate the growth of our women's business



Multi-Brand Stores

Objective

Increase desirability and visibility within multi-brand stores by targeting a new and younger consumer through the focus on footwear franchises

Target Distribution



Target Media



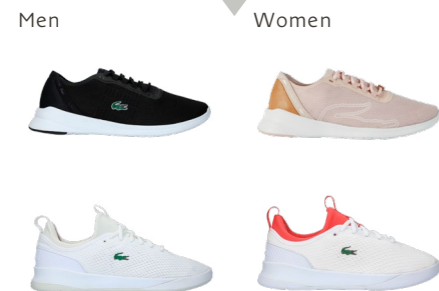
Consumer



- Existing Lacoste consumers
- New consumers
- Younger demographic

Focus Collections

Lacoste Tennis

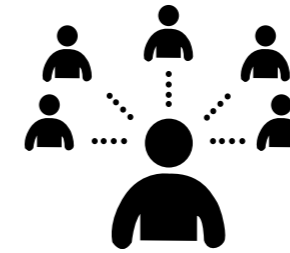


Explorateur



Please reference pages 8-11 of the Assortment Guide for the full assortment suggestions for this channel

Influencer Partnerships



Partner with regionally relevant influencers to engage with the target audience through social coverage

Why?



38%

of 18-34 year olds are influenced by what musicians wear

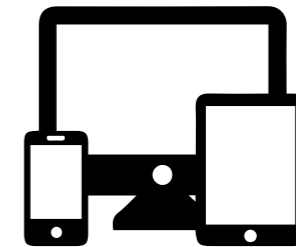
Digital Media

Why?



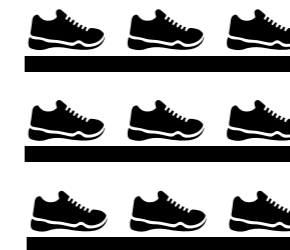
53%

of people search for information about shoes online



Use campaign assets for digital display formats to communicate brand messages and drive traffic to retailers e-commerce sites

In-store Activation



Use wholesale furniture and campaign visuals to increase visibility in-store and stand out from competitors

Why?



50%

of shoppers know exactly what they want to buy before they go in-store

Lacoste Boutiques

Objective

Increase visibility and presence of footwear in boutiques and align with regional Lacoste teams to maximise brand opportunities in mono-brand stores

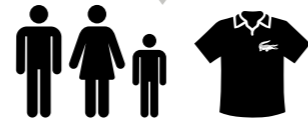
Target Distribution

LACOSTE 
 DAVID JONES
Lane Crawford
 NORDSTROM
KARSTADT
SELFRIDGES&CO
 zalando
Galerias Lafayette

Target Media

GOELLE
ShortList *STYLIST*

Consumer



Existing Lacoste apparel consumers

Focus Collections

L.12.12

Men



Women



Kids



My Lacoste Summer

Men



Women

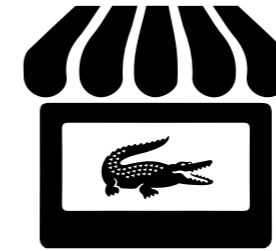


Kids



Please reference pages 4 - 7 of the Assortment Guide for agreed assortments for Lacoste Boutiques

In-store Activation



Align to regional Lacoste team to incorporate key styles into in-store displays

Why?

3x

as much is spent by consumers when buying footwear and clothing together - consumers want a one stop shop for a head-to-toe look.

E-Commerce

Why?



41%

of consumers visit brand websites for information about shoes



Utilise relationships with regional teams to maximise footwear coverage on Lacoste owned channels

Brand Events



Leverage brand heat generated by apparel to increase footwear visibility around key events

Why?



Mental and physical availability are key drivers of brand growth

Women

Objective

Accelerate the growth of our women's business with a more focused approach

Target Distribution

COURIR
schuh
Dune
Lane Crawford
OFFICE
 bløomingdales
ONLY|GO
amazon

Target Media

POPSUGAR.
GLAMOUR
 **REFINERY29**

Consumer



- Existing Lacoste consumers
- New consumers
- Younger demographic

Focus Collections

L.12.12



Lacoste Tennis

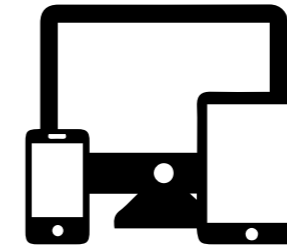


My Lacoste Summer



Please reference the Assortment Guide for suggested assortments by channel for Women

Digital Media



Partner with trusted media outlets to increase desirability and visibility of the women's product

Why?

42%

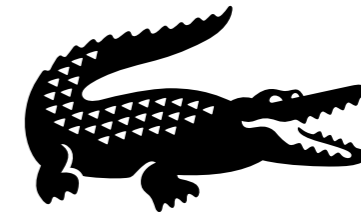
growth in the women's sneaker category in the last 2 years - the fastest growing UK category

Fashion Week

Why?

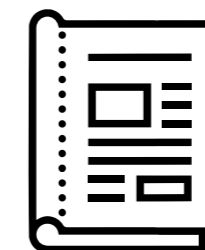
28%

of women describe Lacoste as 'a perfect brand for sports shoes' - a larger proportion than men



Leverage the buzz around the brand to drive coverage and visibility of key footwear franchises

Press Office



Maximise organic coverage opportunities through a strong press office

Why?

6

pairs of shoes bought per year on average by women

vs

4

pairs bought by men

My Lacoste Summer

Objective

Leverage the strong positioning of Lacoste as a summer brand to maximise sales opportunities

Target Distribution



Target Media



Consumer



- Existing Lacoste consumers
- New consumers

Focus Collections

My Lacoste Summer

Men



Women



Kids



Please reference the Assortment Guide for suggested assortments featuring the My Lacoste Summer range

E-Commerce



Work with your wholesale accounts to ensure products are included in their online holiday stores

Why?

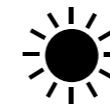


40%

of footwear spend in US and UK is on resort styles and trainers

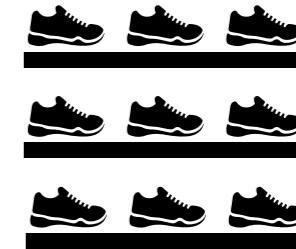
In-store Activation

Why?



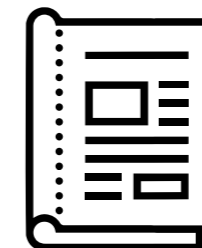
17%

of footwear purchased in July is for holiday purposes



Partner with key retailers to secure prime position in-store to increase visibility of resort styles during busy sales periods

Press Office



Utilise press office to increase opportunities for additional coverage in seasonally relevant titles

Why?

7%

increase in consumer spend on holiday and recreation

vs

2%

increase in overall spend

Activation Calendar

We have worked with Lacoste HQ to incorporate key product focuses into the brand calendar and will be developing footwear content to support Lacoste channels, both online and in-store. Alignment to the proposed timings in the activation calendar is key to increasing visibility of the brand, driving engagement with the target audience and delivering maximum impact of the campaign globally.

	January	February
Brand Activations		AW18 Fashion Week
Media, PR & Events	Explorateur <ul style="list-style-type: none"> Unpaid product seeding Press office 	Lacoste Tennis <ul style="list-style-type: none"> Digital media partnerships Paid product seeding Press office Valentine's Day <ul style="list-style-type: none"> Press Office
Digital & Social	Explorateur <ul style="list-style-type: none"> Brand pages, on-site display banners and newsletter content on wholesale partners Social comms plan on wholesale channels 	Lacoste Tennis <ul style="list-style-type: none"> Brand pages, on-site display banners and newsletter content on wholesale partners Social comms plan on wholesale channels
Lacoste Boutiques		LT Fit & L.12.12 Lightweight <ul style="list-style-type: none"> Jan 31st – Feb 20th L.12.12 Limited Edition <ul style="list-style-type: none"> 85th Anniversary Collection Feb 21st – Mar 13th Explorateur <ul style="list-style-type: none"> Winter Olympics (regional only) Jan 31st – Feb 28th
Wholesale	Explorateur <ul style="list-style-type: none"> Window display In-store display SS18 Staff Training	Lacoste Tennis <ul style="list-style-type: none"> Window display In-store display Valentines Day <ul style="list-style-type: none"> Window display In-store display

March	April	May	June
Miami Open		Roland Garros	
Lacoste Tennis <ul style="list-style-type: none"> Continued Mother's Day <ul style="list-style-type: none"> Press office 	L.12.12 <ul style="list-style-type: none"> Cross category L.12.12 event with regional Lacoste teams Press office 	My Lacoste Summer <ul style="list-style-type: none"> Unpaid product seeding Digital media partnerships Co-op consumer events Press office 	
		Mother's Day (N. America) <ul style="list-style-type: none"> Press office 	Father's Day <ul style="list-style-type: none"> Press office
Lacoste Tennis <ul style="list-style-type: none"> Continued 	L.12.12 <ul style="list-style-type: none"> Brand pages, on-site display banners and newsletter content on Lacoste channels and wholesale partners Social comms plan on Lacoste channels and wholesale channels 	My Lacoste Summer <ul style="list-style-type: none"> Brand pages, on-site display banners and newsletter content on Lacoste channels and wholesale partners Social comms plan on Lacoste channels and wholesale channels 	
L.12.12 Unlined <ul style="list-style-type: none"> Mar 14th – Apr 10th Lacoste Tennis <ul style="list-style-type: none"> Miami Open (US East Coast only) Mar 14th – Apr 10th 	My Lacoste Summer <ul style="list-style-type: none"> Men's and Women's collection Apr 11th – May 22nd 		My Lacoste Summer <ul style="list-style-type: none"> Roland Garros focus Jun 6th – Jun 19th
		L.12.12 & René Limited Edition <ul style="list-style-type: none"> 85th Anniversary Collection May 23rd – Jun 5th 	
Lacoste Tennis <ul style="list-style-type: none"> Continued Mother's Day <ul style="list-style-type: none"> Window display In-store display 	L.12.12 <ul style="list-style-type: none"> Window display In-store display GWP (existing L.12.12 keyring) 	My Lacoste Summer <ul style="list-style-type: none"> Window display In-store display GWP 	
		Mother's Day (N. America) <ul style="list-style-type: none"> Press office 	Father's Day <ul style="list-style-type: none"> Press office

Marketing Assets

The following pages outline the retail windows that have been developed to support key marketing stories for the season as well as additional marketing support that will be delivered in line with sell-out timings.



My Lacoste Summer Window

Leverage opportunities for holiday purchase by increasing visibility and engaging consumers with bold window executions during peak shopping periods.



Lacoste Tennis Window

Increase desirability and visibility of the SS18 LT collection within multi-brand stores with bold branding, block colours and on-court tennis nods.



SS18 Generic Window

Continue to build in-store brand presence and support this season's L.12.12, Explorateur and remaining mainline product assortments with the generic window.

Existing Assets

Wholesale Furniture

Wholesale furniture has been developed to help maximise brand impact and presence against competitors in-store and to continue evolving the shopper journey for Lacoste Footwear. Artwork and production guidelines are available to download from the Cloud. Two design finishes (Sport and Casual) have been applied to three units: a wall bay, two-sided FSU and four-sided FSU.

Generic POS

To elevate product and create brand call-out in wholesale environments the generic POS should continue to be used in-store. Available in two design finishes, Sport and Casual, a number of POS items from logo blocks to shoe risers have been developed to support varying levels of available space. Artwork and production guidelines are available to download from the Cloud.

SS18 Generic Window



Wholesale Furniture



Generic POS



Asset Availability

Delivery: September 2017

Lacoste Tennis Additional Assets

We will be providing additional campaign assets that include lifestyle photography and moving image to help support in-store and digital media activities.

Sell-out Shoot

The sell-out shoot provides an opportunity to request further campaign images needed to support your regional buys. A list of available products will be provided in July 2017, from which you can select up to ten styles across men, women and JCI. Requested styles will be photographed in a generic seasonal aesthetic to complement the seasonal campaign.

E-commerce Copy

Seasonal e-commerce copy is available to ensure we are offering accurate, effective product descriptions for all styles in the mainline collection. A descriptive paragraph and technical feature bullet points will be provided per style to align with global e-commerce copy guidelines.

Communication Toolkit

A comprehensive guide will be provided to support you in planning your regional go-to-market activities. More information around global plans will also be provided to drive alignment and consistency of activations globally.

Holiday Retail Assets

Non-seasonal support for all products in the mainline collection and scalable holiday retail assets, aligned to the Lacoste boutique aesthetic, will be provided for key calendar moments throughout the season.

Staff Training Toolkit

Created to help explain key areas of the brand and footwear collections, the staff training toolkit should be used to support your staff training days. This tool is key for providing retail staff with a clear understanding of the franchises and brand, promote product sell-through, build brand advocacy, drive brand equity and promote confidence in developing conversations with target consumers.



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LACOSTE

