

SCHAWK!TM

March 1, 2011

bloomingdale's

Turning Bloomingdale's Customers into Buyers with **Digital Marketing**



SCHAWK!

Agenda

- About Schawk
- Bloomingdale's Overview
- Customer Profile
- Approach
- Consumer Touchpoints
- Path to Purchase
- Business Objectives
- Digital Solutions
- Appendix

Who is Schawk?

Schawk is a leading advertising and marketing services agency specializing in building brands for multi-channel companies, including the nation's top retailers, manufacturers and brand marketers. Leveraging our retail experience; we offer a unique blend of resources for our clients including:

- Strategy
- Asset Management
- Catalogs
- Magazine Advertisements
- Digital E-Commerce
- Pre-Prints
- In-Store Signage
- Video
- ROP
- Photography

Schawk Digital Capabilities

- Strategy
- E-Circular
- E-Catalog
- Applications
- Banner Ads
- E-Mail
- Website/Microsite
- Mobile
- Social Media
- In-Store Kiosks
- Digital Signage

Schawk & Bloomingdale's

- Schawk has been shooting photography and designing pages for Bloomingdale's since 1996. The relationship continues to this day
- **1990** – Frank Tartaglia worked as an art director on the Bloomingdale's account at the Smatt Florence agency
- **1996** – Frank Tartaglia left Smatt Florence to freelance at Ambrosi NY and established Ambrosi in the NY market. Bloomingdale's soon followed due to Frank's strong relationship with the account and the creative solutions he had provided throughout
- **2004** – Bloomingdale's announces Audrey Nizen as their new Sr. VP of Creative and the Ambrosi/Bloomingdale's relationship continued to prosper

Bloomingdale's Overview

- The E-Commerce site was launched approximately 5 years ago to allow affluent shoppers without store access to shop at Bloomingdale's, as well as to connect with shoppers who prefer to shop online
- Currently the E-Commerce site is trailing behind Nordstrom in online sales
- In an effort to drive awareness, promote sales events and drive traffic both in-store and online, Bloomingdale's has engaged digital media to connect with their target audience

Customer Profile by Segment



Affluent shoppers with household income of \$100,000+ who desire the latest in fashion and home décor trends

Females: 65%

Young East-Sider: 25-34

Sutton: 35-55

Males: 35%

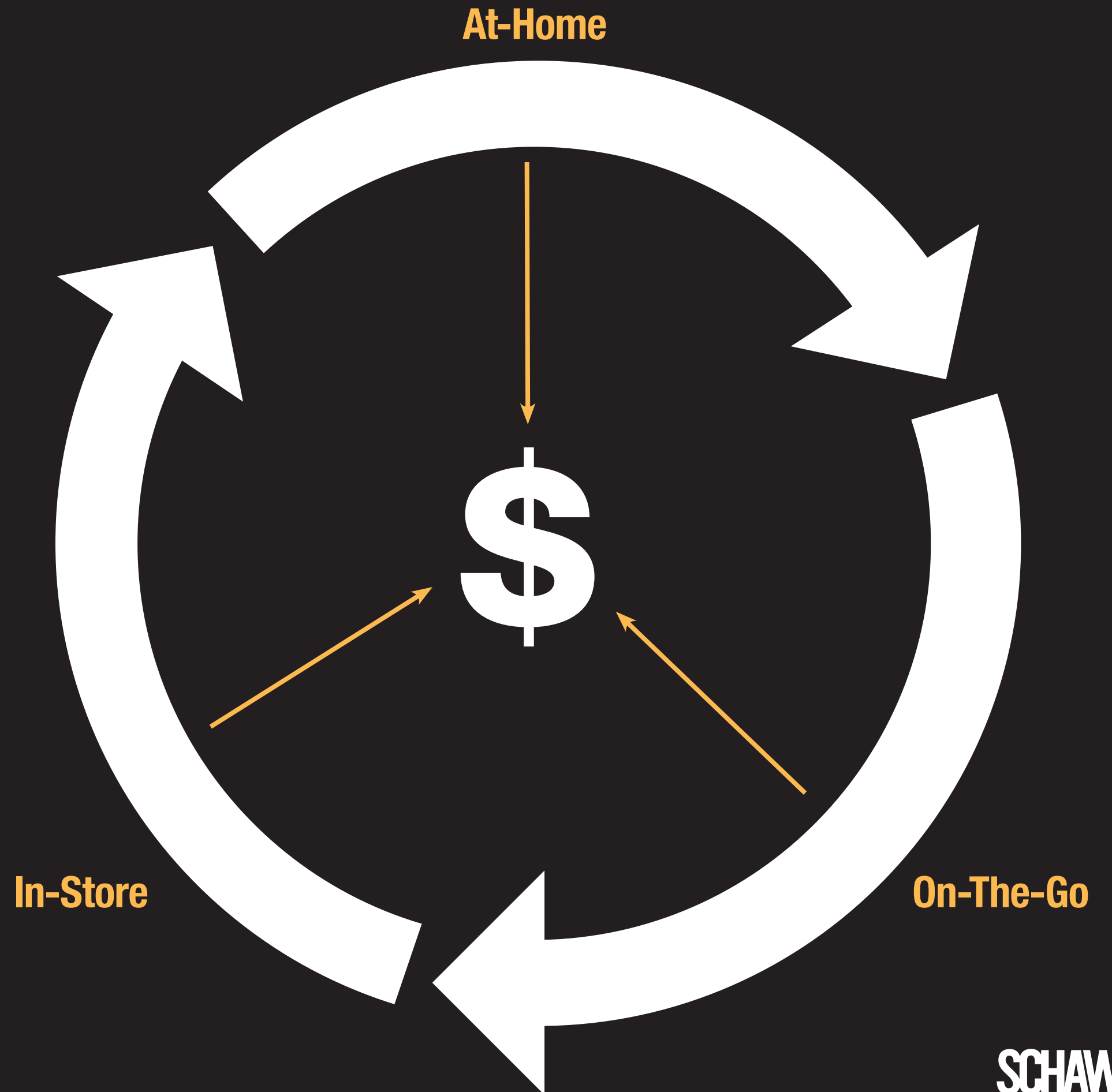
Young Men: 21-30

Classic Men: 35+

Approach

$$\begin{array}{c} \text{Consumer} \\ \text{Touchpoints} \end{array} + \begin{array}{c} \text{Digital} \\ \text{Engagement} \\ \text{Process} \end{array} + \begin{array}{c} \text{Business} \\ \text{Objectives} \end{array} = \text{Solutions}$$

Consumer Touchpoints



Consumer Digital Behavior Trends

At-Home
(Desktop/Laptop)
Shopper

	Have Used	Open To Using
Printable Web Coupons	73%	45%
Online Circulars	63%	48%
Promos on Retailers' Websites	53%	48%
Email	58%	37%
Facebook	57%	N/A

Consumer Digital Behavior Trends

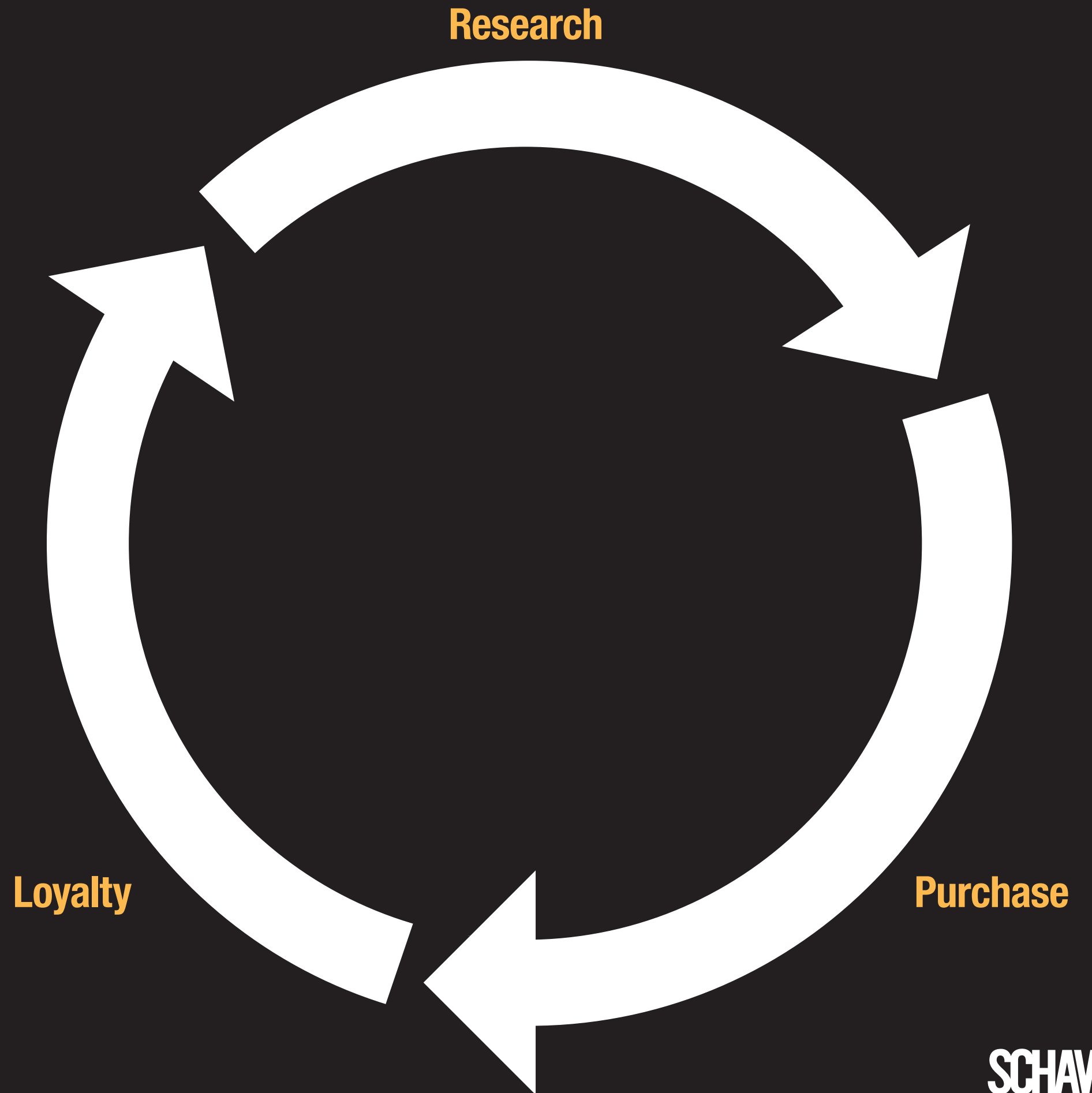
On-The-Go
Mobile Shopper

	Have Used	Open To Using
Mobile Search	43%	23%
Mobile Websites	29%	23%
GPS Locator	28%	33%
Retailer Apps	10%	26%
Mobile Coupons	12%	34%
Mobile Coupons sent to Loyalty Card	9%	33%
Scannable QR Code	8%	35%

**Consumer
Digital
Behavior
Trends**
In-Store Shopper

	Have Used	Open To Using
In-Store Kiosks	31%	45%
TV In-Store (at shelf)	29%	43%
Touchscreen Digital Signage	24%	45%
Payment from Cell Phone	18%	20%

Digital Engagement Process



Business Objectives

- Create awareness for bloomingdales.com
- Increase online sales
- Increase email open and click-through rates
- Drive traffic in-store

Digital Solutions



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Objective:

Increase awareness for bloomingdales.com

- Solution**
- Place targeted ads on Facebook directed towards Nordstrom, Neiman Marcus and Saks Fifth Avenue fans, as well as fans whose demographics match those of a Bloomingdale's customer
 - Banner advertising, segmented by geo location and placed on websites visited by target audience. (Fashion sites, fashion blogs, fashion communities, home decorating, cooking, etc.)
 - SEO/SEM - Continually optimize bloomingdales.com site content to increase page rankings. Develop a Search Engine marketing campaign to reach target audience by bidding on relevant keywords and phrases

Objective:

Increase awareness for bloomingdales.com

Solution Facebook Connect

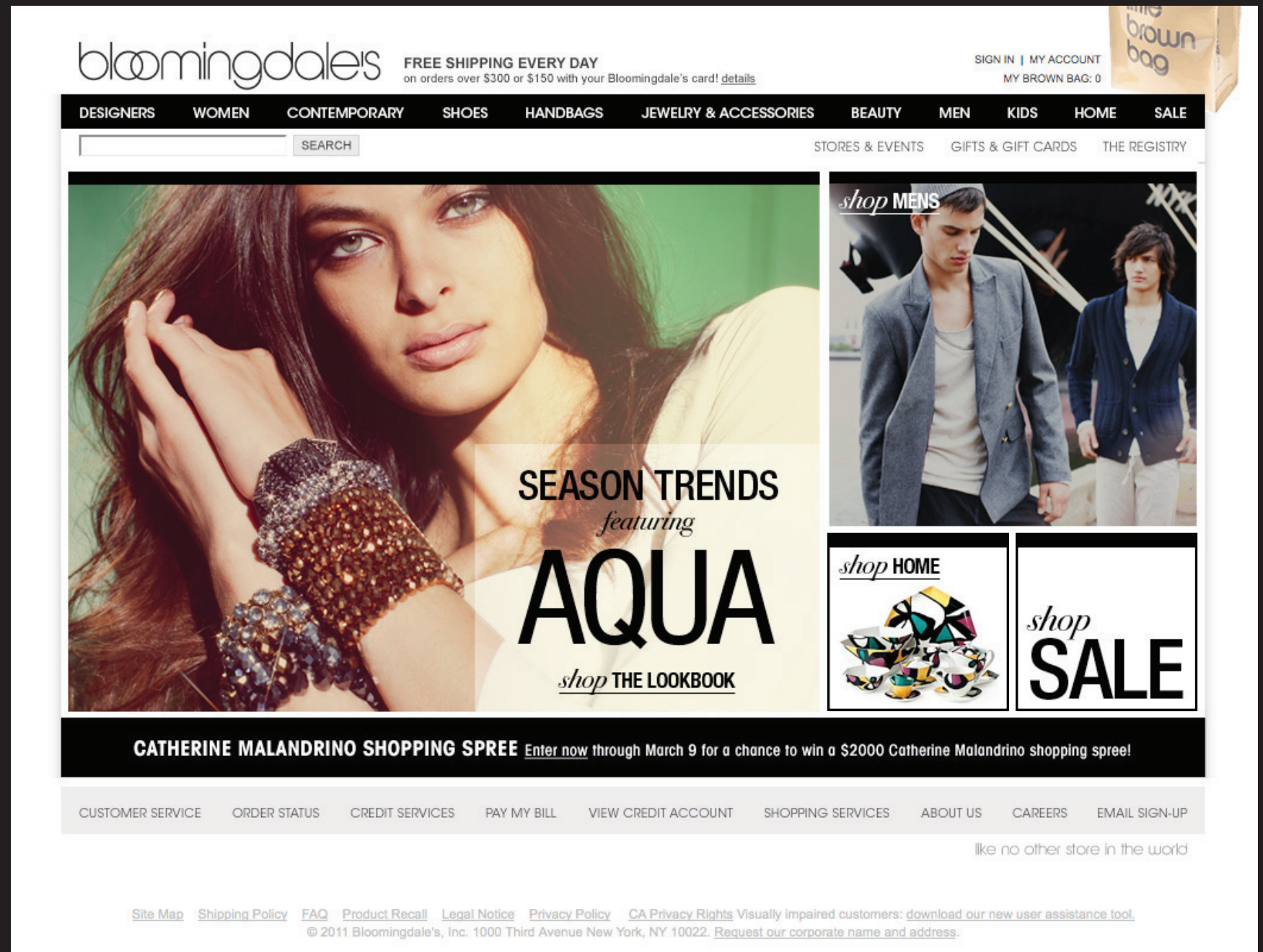


- Facebook Connect allows visitors to log in and share what they want – to post back their participation on bloomingdales.com to their Facebook profile and their News Feed, keeping them connected with their friends. At the same time they're spreading a brand message to their network – and driving traffic to bloomingdales.com
- **Quick Log In** - Creating a profile and connecting with friends on Facebook Connect takes just one click. This saves users' time
- **User-Generated Content** - For example, shopping on a Facebook Connected online store could allow the users access to reviews of various people – especially their Facebook friends – clearly this is crucial to decision making

Objective: Increase Online Sales

Solution Website Enhancements

- Redesign home page GUI (graphical user interface) to engage and provide users with the information they seek via one click



Objective:

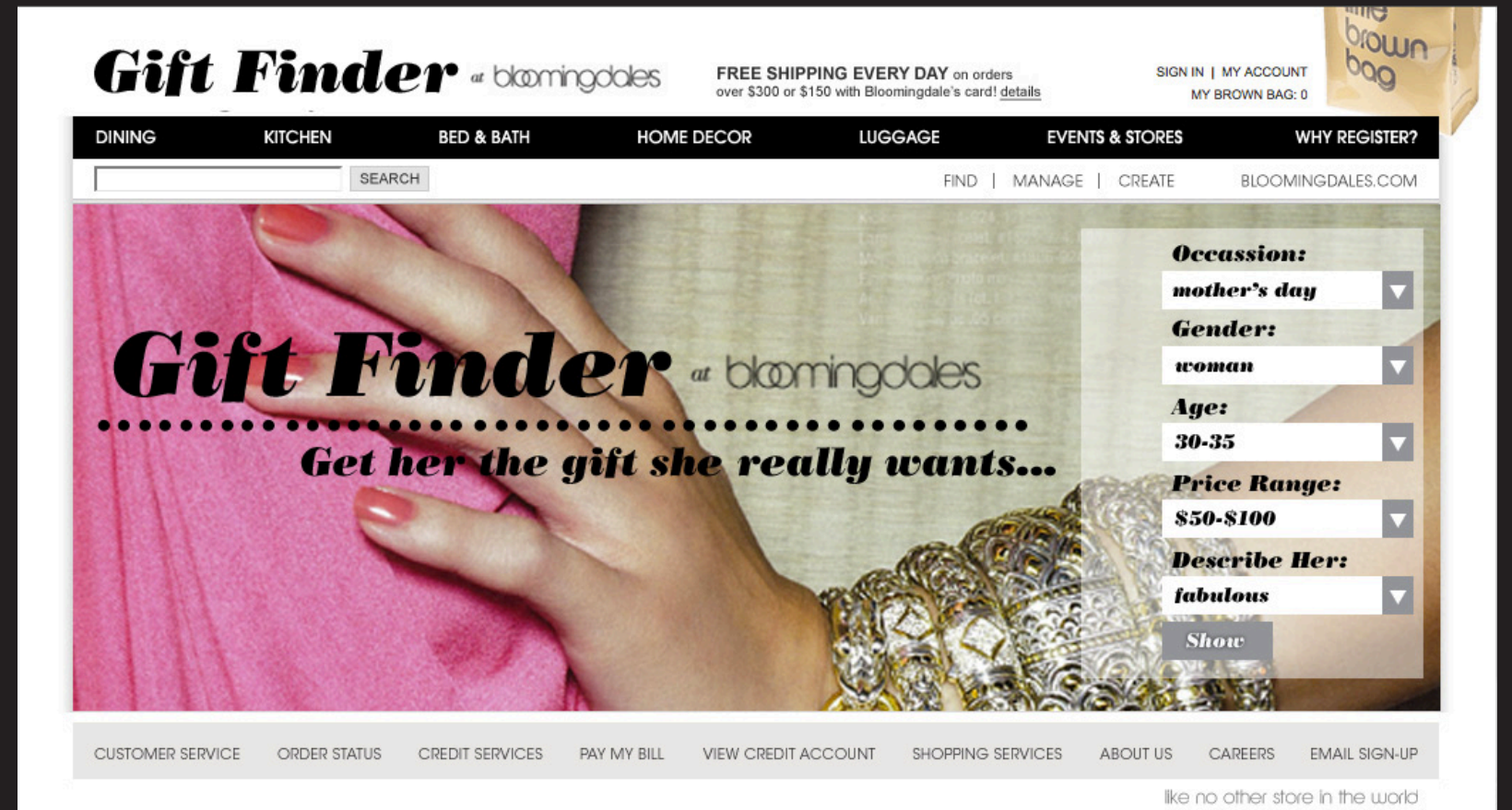
Increase Online Sales

- Solution**
- Website Enhancements**
- Develop a community section to include a blog with tips on fashion and home decorating. Tips will be communicated via video
 - Give customers the option to receive promotions via email or mobile

Objective:

Increase Online Sales

- Solution**
- Push out savings promotions to Facebook fans for use exclusively on bloomingdales.com
 - Use 'Gift Finder' application on bloomingdales.com, Facebook and Mobile
 - E-Catalogs – add to bloomingdales.com to increase engagement and convert
 - Develop mobile apps that engage, help in the buying decision and drive consumers to bloomingdales.com to purchase



Objective:
Increase Online Sales

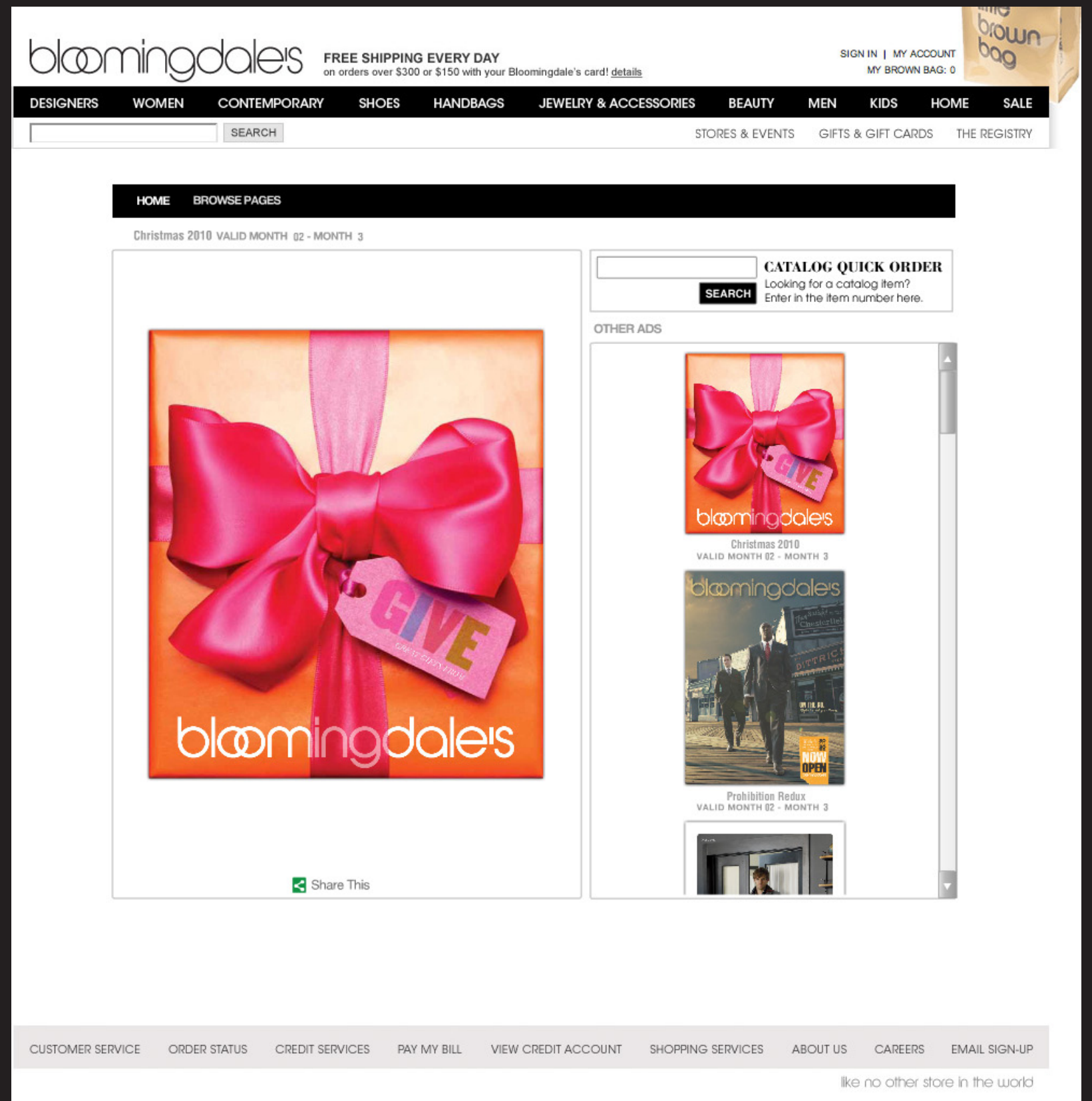
Solution • Gift Finder Application



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Objective: Increase Online Sales

Solution • E-Catalogs



Challenges & Recommendations for Email

	Challenges	Recommendations
1	Email content is too broad	Narrow content by segment (behavior, demographics, geography) to create interest
2	Content is flat, not engaging	Incorporate animated gifs or video
3	Content is focused on one product category	Use design space to focus on two to three product categories for cross-sell opportunity
4	Sending out too often	Only send out one or two emails a week
5	Mailing at wrong time of the day	Send to be received in the evenings or on weekends
6	No sharing functionality for social media	Add sharing functionality to all emails

Objective:

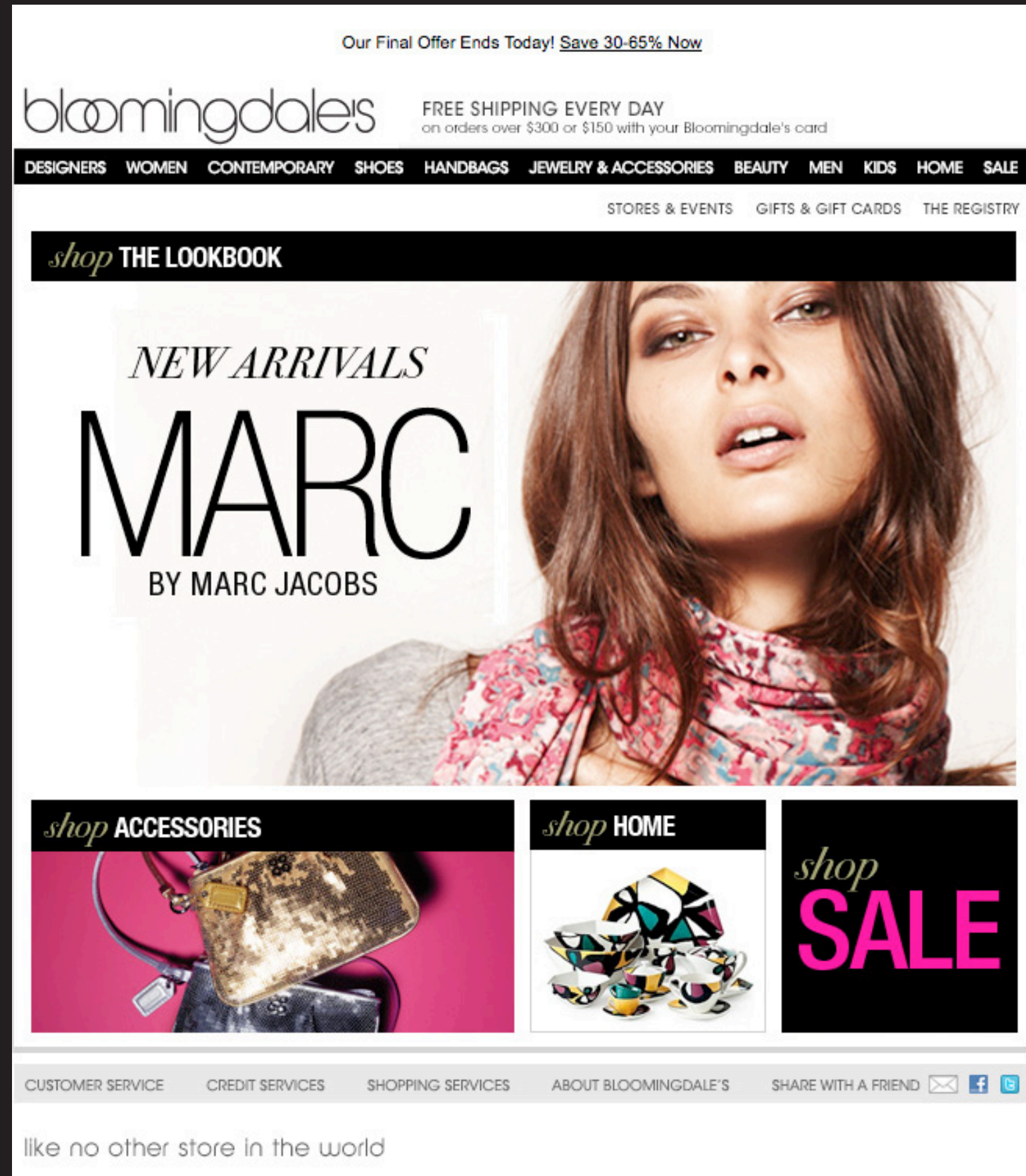
Increase Email Open & Click-Through Rates

- Solution**
- Develop a plan
 - Segment customers based on purchasing data (POS) and buying habits to deliver targeted emails
 - Follow email 'best practices' (i.e., frequency of emails, time of day, day of the week, etc.)
 - Design email layout to promote more than one product category which in turn cross-sells more product (i.e., a dress, shoes and accessories) and follows 'design best practices'
 - Create a more engaging experience by embedding an animated gif or video into email. (20%-27% click-through rate without linking to video/ 51%-65% with video links)
 - Include social sharing functionality
 - Track, analyze, assess and refine per analytics

Objective:

Increase Email Open &
Click-Through Rates

Static Layout

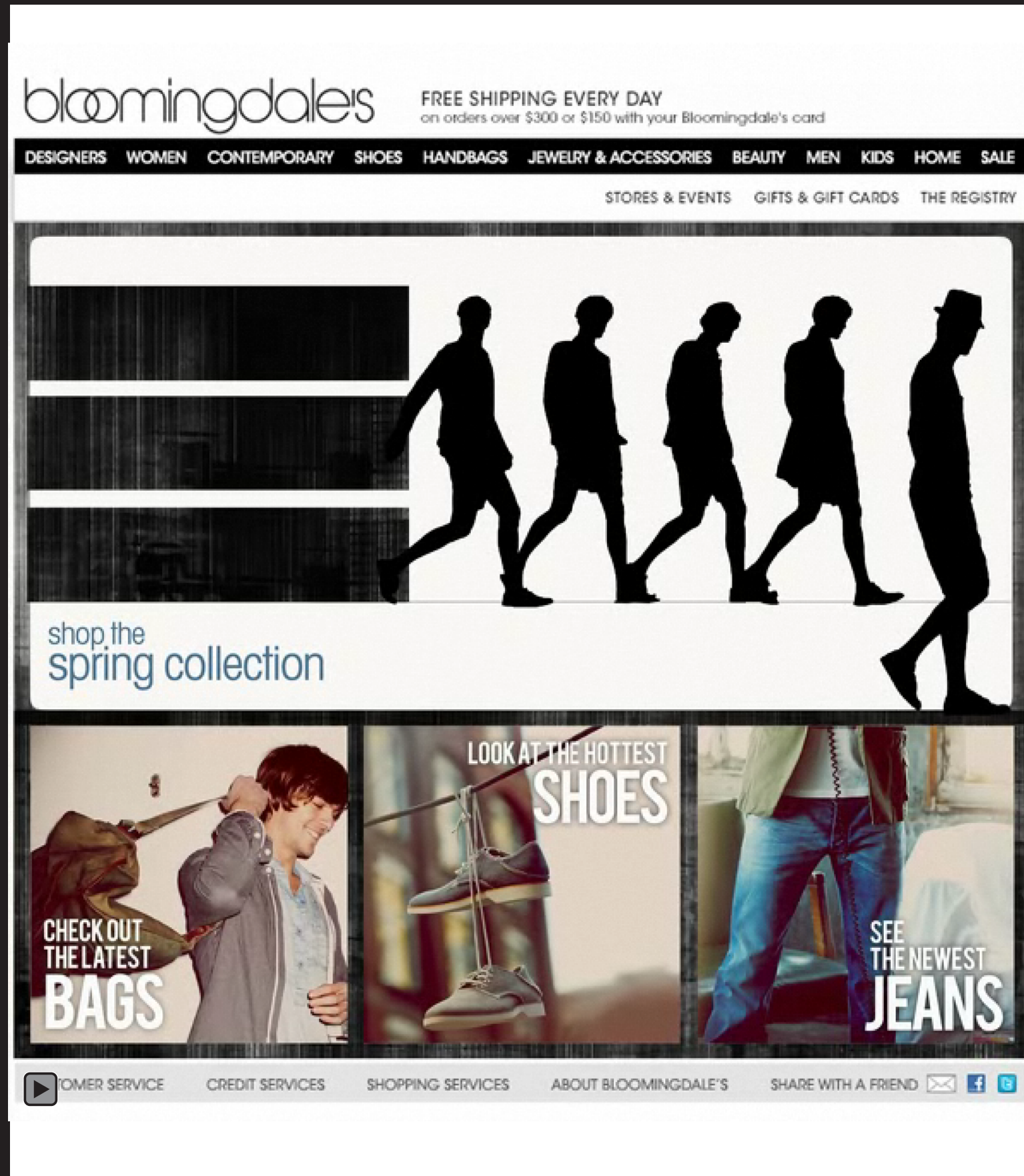


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Objective:

Increase Email Open & Click-Through Rates

Animated gif



Objective:
Increase Email Open &
Click-Through Rates

Embedded Video

bloomingdale's

FREE SHIPPING EVERY DAY
on orders over \$300 or \$150 with your Bloomingdale's card

DESIGNERS WOMEN CONTEMPORARY SHOES HANDBAGS JEWELRY & ACCESSORIES BEAUTY MEN KIDS HOME SALE

STORES & EVENTS GIFTS & GIFT CARDS THE REGISTRY

introducing
**DIANE
VON FURSTENBERG
HOME**

First at Bloomingdale's. Inspired by nature, contemporary art and the fashion legend's own iconic prints, this dramatic collection energizes the home with unexpected colors and patterns for a sense of vibrant, individual style.

experience the collection

*Shop
Diane von Furstenberg
COLLECTION*

*Shop
Diane von Furstenberg
BEDDING*

*Shop
Diane von Furstenberg
DINING*

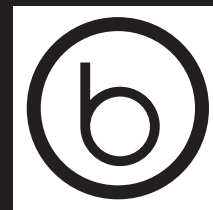
Diane von Furstenberg Sweepstakes Enter now through March 9 for a chance to win DVF home and fashion items.

CUSTOMER SERVICE CREDIT SERVICES SHOPPING SERVICES ABOUT BLOOMINGDALE'S SHARE WITH A FRIEND

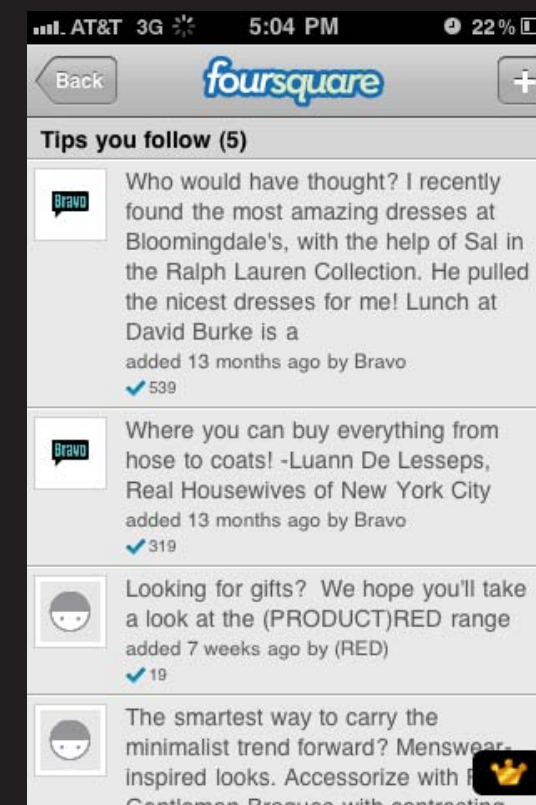
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Objective: Drive Traffic In-Store

Badge Design Ideas:



Frequency



WOM

"Become a Friend"

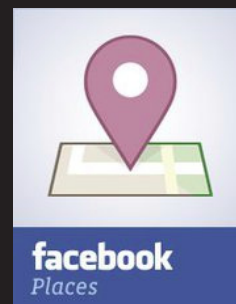
brand page encourages users to explore recommended venues/locations. Users can earn specialized badges by following.

Hold a contest to encourage users to create tips

"Check out the amazing selection of shoes on the 4th floor"
"Stop into the b Café on the 6th floor to re-fuel after shopping. No dropping here!"
People can then vote on the best tips... and the best tip-leaver earns a reward.

Solution

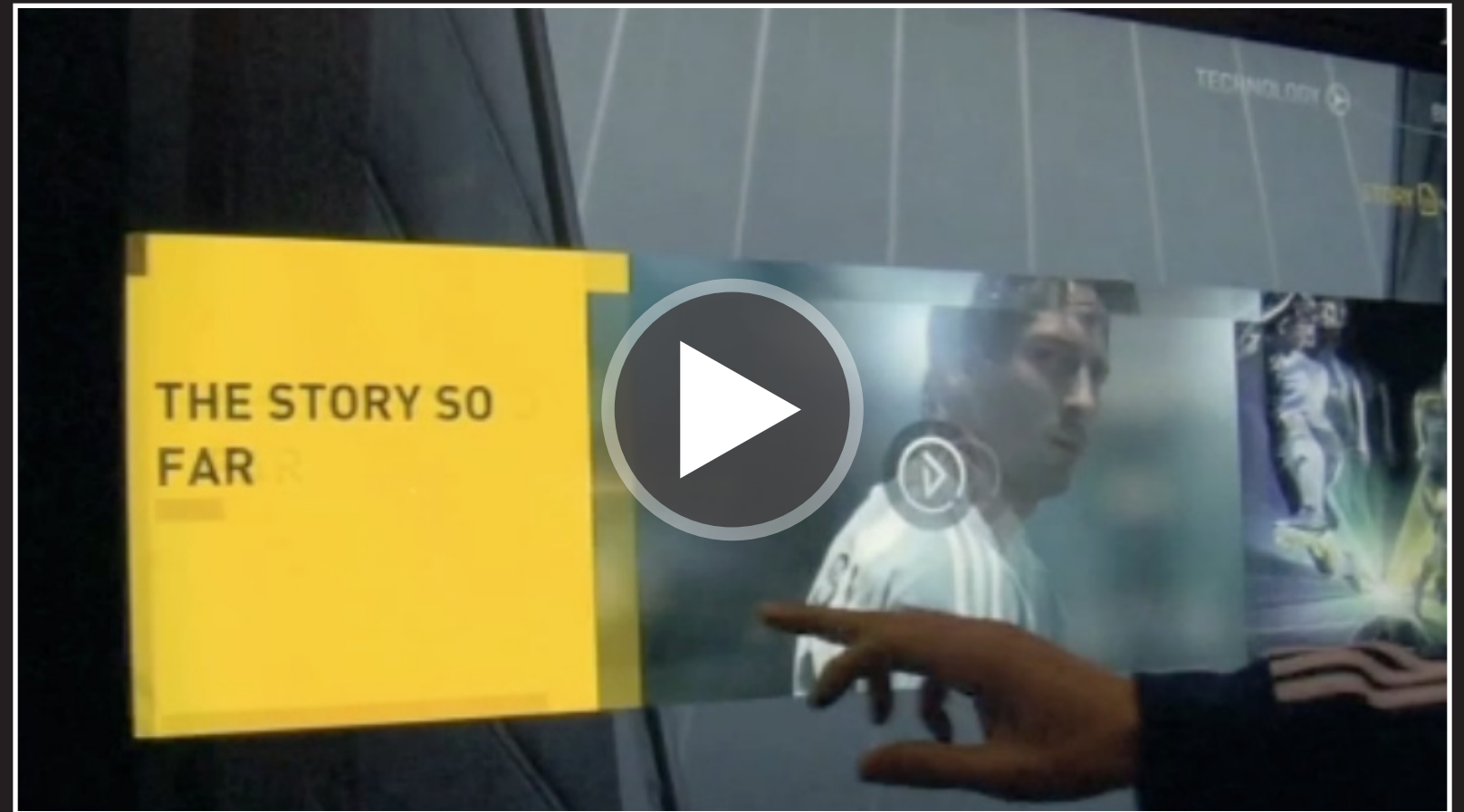
- Utilize Foursquare to promote customer loyalty and acquire new customers by driving them in-store to redeem special deals when 'checked-in'.
- Use Facebook Places check-in for store events or special limited-time deals. Alert Facebook Fans that the first 50 people to check-in to Facebook at Bloomingdale's and mention the event via check-in will receive 20% off one item. This can also be used for a one-day-only promotion: "If you check-in to a Bloomingdale's store and mention xxx code, you'll receive xxx. This addresses a need for urgency to purchase



Objective:

Drive Traffic In-Store

- Solution**
- In-store touchscreen technology with video recording capabilities that allow for sharing on social networks/ emailing to friends
 - Promotes via WOM through social networks and creates interest to visit store



Benefits of Working with Schawk

- Re-purpose photo assets for cost efficiencies
- Integrate all digital components for brand continuity to the consumer
- Implement best practices for each media to maximize effectiveness and increase ROI
- Benefit from cost efficiencies due to the volume of business Bloomingdale's does with Schawk
- Leverage the inherent knowledge of Bloomingdale's from Schawk expertise

Thank You!



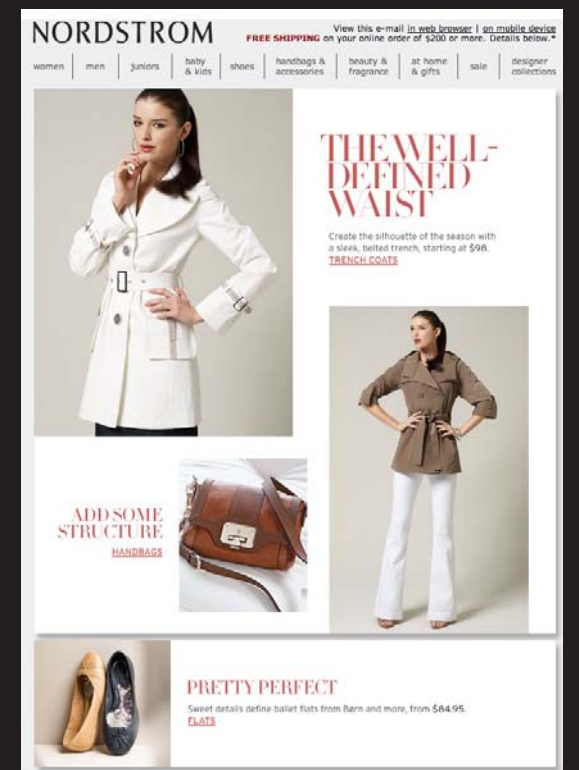
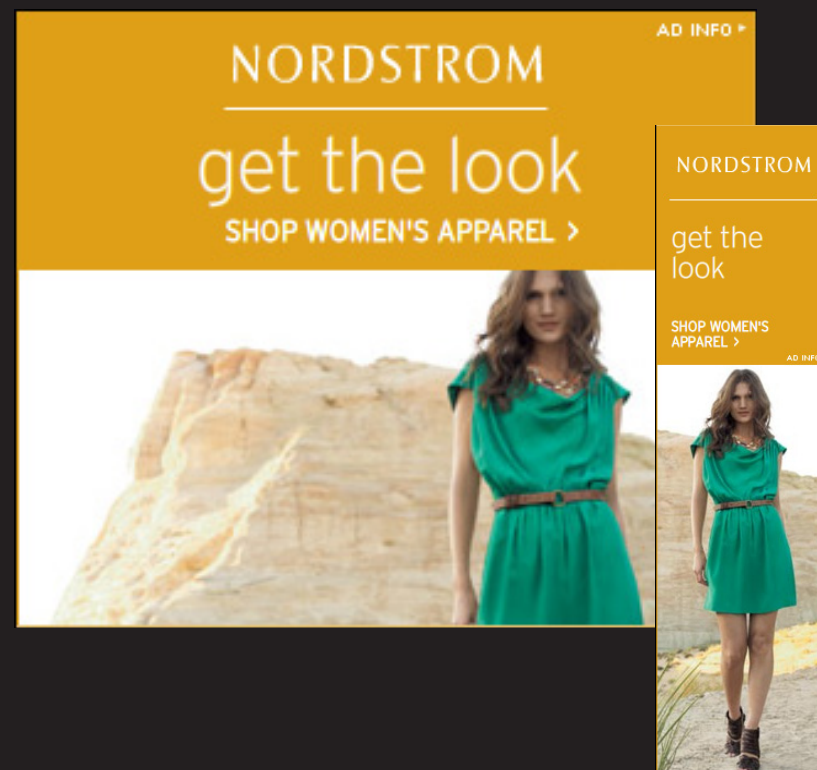
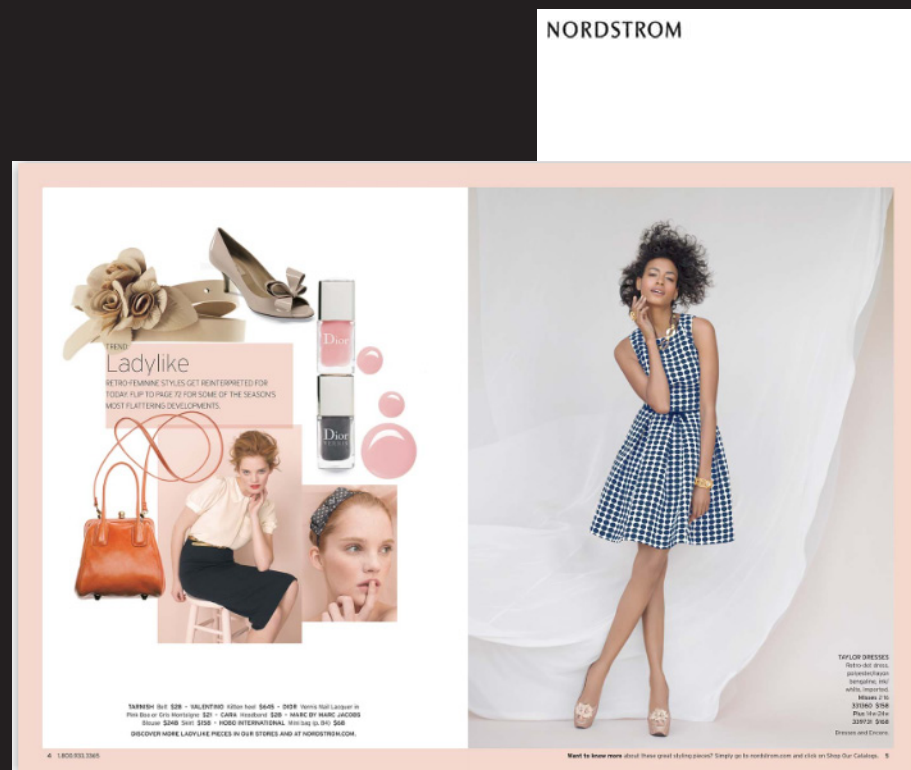
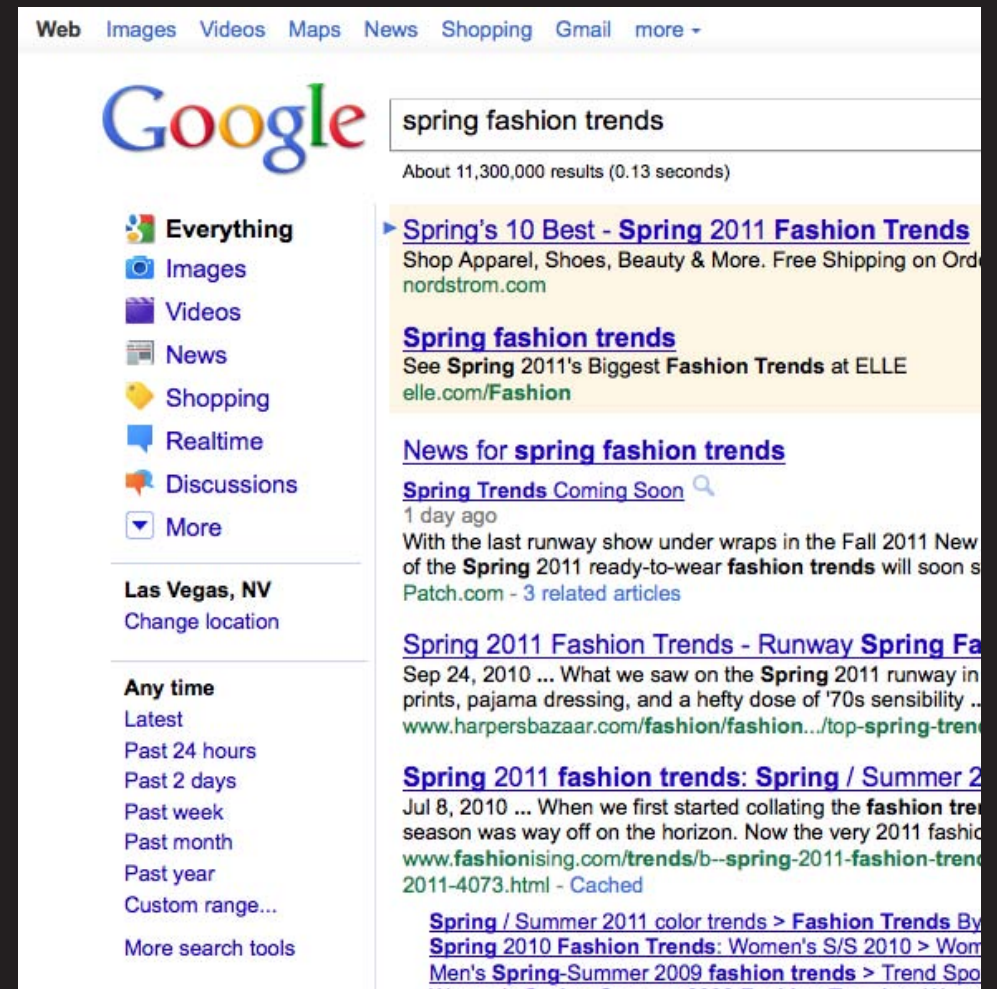
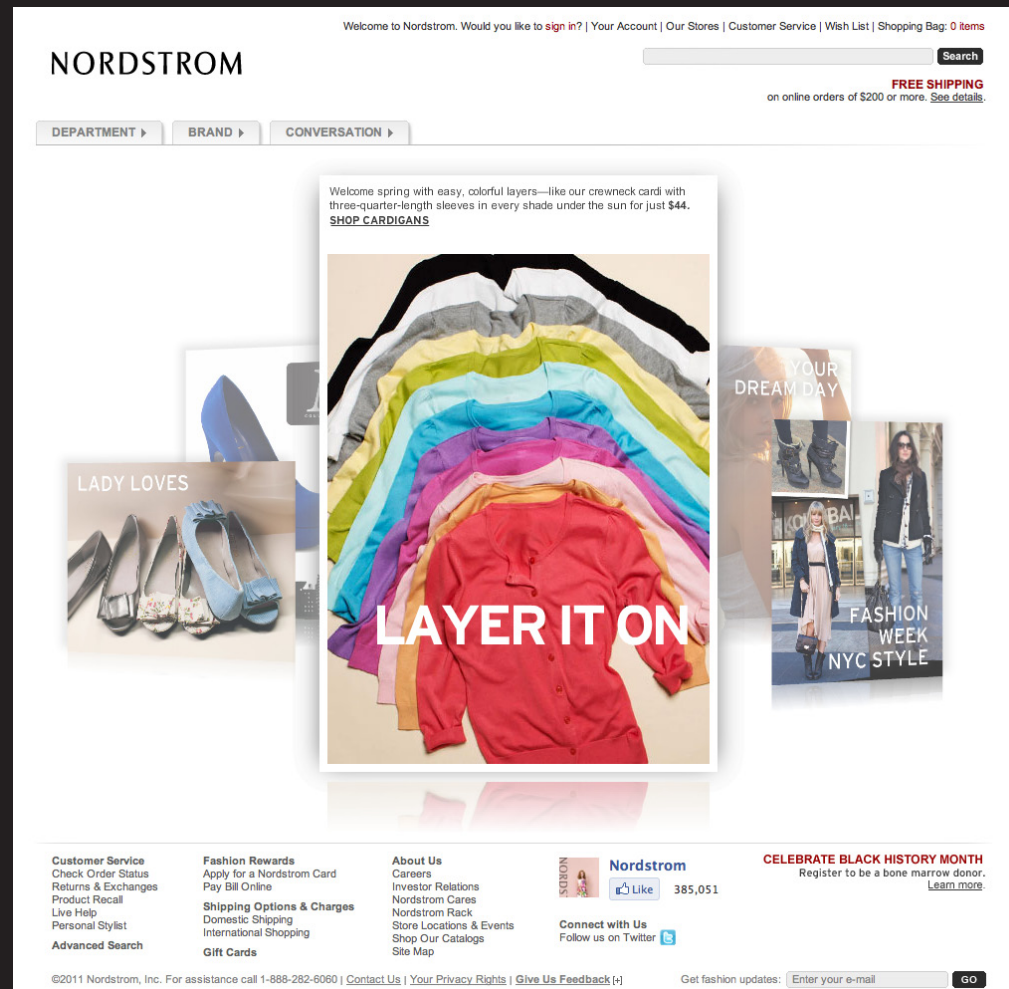
Appendix

Digital Marketing Competitive Audit

	E-Commerce Site	Mobile E-Commerce Site	E-Catalog	Email	Social Media	Facebook Ads	Apps	SEM
Bloomingdale's	X	X		X	X			
Nordstrom	X	X	X	X	X	X		X
Neiman Marcus	X		X	X	X		X	
Saks Fifth Avenue	X		X	X	X			


Competitive Audit

Nordstrom Digital Media






Competitive Audit

Saks Digital Media



SAKSFIRST members always get FREE SHIPPING
when you use your Saks Card

[Email To A Friend](#)




SHOP BY DESIGNER

WOMEN'S APPAREL

SHOES & HANDBAGS

JEWELRY & ACCESSORIES

BEAUTY & FRAGRANCE

THE MEN'S STORE

JUST KIDS

HOME & GOURMET

GIFT SHOP


SAKS SALE

Romancing the Stone

Add a little spark to her Valentine's Day.


[Shop Jewelry Gifts ▶](#)

DANNIJO, Ranjana Khan



LOVE ME LIKE A ROCK


[Shop Rings ▶](#)



Yves Saint Laurent

Music TO HER EARS

[Shop Earrings ▶](#)



Adrianna Orsini

[Saks Fifth Avenue Store Locations](#)

[Unsubscribe or Change Your Email Preferences](#)

Attention: Saks Direct Marketing Saks Fifth Avenue 12 East 49th Street, New York, NY 10017

Your Account · International Shipping · Customer Service · 1.877.551.SAKS (7257)

FREE SHIPPING on orders of \$150 or more with code: [FEBSFA](#) [Details](#)

SAKSFIRST Double Points [Details](#)

All Categories

SHOP BY DESIGNER	WOMEN'S APPAREL	SHOES & HANDBAGS	JEWELRY & ACCESSORIES	BEAUTY & FRAGRANCE	THE MEN'S STORE	JUST KIDS	HOME & GOURMET	GIFT SHOP	SAKS SALE	SAKS BAG 0 Items • Checkout
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Tory Burch

It's your life, so take the lead.
And always, *always* dress the part.

SHOP SPRING ARRIVALS ▶

get smart

going together

going

Stella McCartney
New Arrivals ▶

VINCE
Exclusive Event ▶

You Could Win A
Majorica
Necklace & Earrings ▶

CONTACT US 24/7
Customer Service
Live Chat
Email
1.877.551.SAKS (7257)

SHOPPING, RETURNS & TAXES
Domestic
International
Order Status & Tracking
Product Recall

FREE SHIPPING on orders of \$150 or more with code: [FEBSFA](#) [Details](#)


SAKSFIRST Double Points [Details](#)

All Categories

SHOP BY DESIGNER	WOMEN'S APPAREL	SHOES & HANDBAGS	JEWELRY & ACCESSORIES	BEAUTY & FRAGRANCE	THE MEN'S STORE	JUST KIDS	HOME & GOURMET	GIFT SHOP	SAKS SALE	SAKS BAG 0 Items • Checkout
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SHOP BY DESIGNER
Women's Apparel Designers

ALL WOMEN'S APPAREL
Dresses
Tops & Tees



FREE SHIPPING on orders of \$150 or more with code: **SBESFA** [Details](#)
SAKSFIRST Double Points [Details](#)

Shop by Designer

Women's Apparel

Shoes & Handbags

Jewelry & Accessories

Beauty & Fragrance


The Men's Store

Just Kids

Home & Gourmet

Gift Shop

Saks Sale



SAKS BAG
0 Items

CATALOGS

SHOP BY CATALOG


CATALOG QUICK ORDER

REQUEST A CATALOG




WHEN LINKS APPEAR TO THE RIGHT OF AN IMAGE, CLICK TO VIEW DETAILS AND ADD ITEMS TO YOUR SAKS BAG.

Front Cover





NEXT PAGE




GOING

TO






WEAR




SHOP SAKS 3 WAYS

Saks.com, in stores,
or by phone
Call 800.347.9177



saks.com

NEXT PAGE



Saks Fifth Avenue

FREE SHIPPING on orders of \$150 or more with code: FEB5FA Details
SAKSFIRST Double Points Details

Your Account | Incomplete Shipping | Complete Shipping | 1,877.551.SAKS | SAKS | GO

Search [] All Categories [v] GO

SHOP BY DESIGNER WOMEN'S APPAREL SHOES & HANDBAGS JEWELRY & ACCESSORIES BEAUTY & FRAGRANCE THE MEN'S STORE JUST KIDS HOME & GOURMET GIFT SHOP SAKS SALE

SAKS BAG 0 Items • Checkout

CATALOGS

SHOP BY CATALOG


CATALOG QUICK ORDER

REQUEST A CATALOG

WHEN LINKS APPEAR TO THE RIGHT OF AN IMAGE, CLICK TO VIEW DETAILS AND ADD ITEMS TO YOUR SAKS BAG.

PREVIOUS PAGE NEXT PAGE

Pages 2 & 3



I'M GOING TO SAKS... FOR WEAR,
A DEPARTMENT OF VERSATILE BUT SEE-WORTHY CLOTHES FOR MY NON-STOP LIFE.
(SEE WEAR STYLING TIPS THROUGHOUT THIS BOOK.)

RIVAMONTI
Cotton Colorblock Scarf
ID: 158622134937
Please call
1.877.551.SAKS (7257)
to inquire about availability.

B. RIVAMONTI
Drawstring Shirt Jacket
ID: 158622134524
Please call
1.877.551.SAKS (7257)
to inquire about availability.

C. Rivamonti
Striped Tank w/Leather Detail
ID: 158622134715
Please call
1.877.551.SAKS (7257)
to inquire about availability.

D. Rivamonti
Cotton Cargo Pants
ID: 158622134760
Please call
1.877.551.SAKS (7257)
to inquire about availability.

F. Brunelle Cucinelli

PREVIOUS PAGE NEXT PAGE

Competitive Audit

NM Digital Media

