Carly Choinski

Introduction to the Advertising Industry

September 10, 2013

Brand Passion & Media

 This past Summer I was introduced to a very popular brand that I had never really appreciated before. I applied to Victoria’s Secret in hopes of merely finding a Summer job; however I walked away from the experience as both a dedicated employee and a loyal customer.

 I use Victoria’s Secret products because I believe in the message and overall image of the brand. While watching the introduction video I learned that “Victoria” does not actually exist. A male created the brand and believes this fantasy Victoria to be a working woman about thirty five years old. She is educated, experienced and knows what she wants in life. Not only is she sexy, she is more importantly sophisticated. She wants to share her world experiences and give others the opportunity to feel as independent as she does; so she opens a store one day. Victoria’s Secret is representative of powerful, successful and independent women. After watching numerous video’s on the history of the brand I was immediately hooked.

 I continue to remain loyal to the brand because I am well educated on “Victoria” and her story. I also acquired a different perspective than that of a shopper while working at the store. All of the employees work extremely hard to become educated with each product. It may sound silly but there is an excessive amount of material to learn. Overall I gained a lot of respect for the brand. The products are the best quality a woman can find. There is something for every shape, size and need. It is innovative; stores are always bringing in a new product or having different promotional offers to draw customers in. It keeps customers by giving better deals to those who buy the most. It advertises through commercials, magazines and most importantly the Victoria’s Secret Fashion Show. The brand will always be successful because the innovators know exactly how to please their customers. There is simply no other brand of lingerie that even comes close to competing with Victoria’s Secret.

5 Points of Media Contact

* Brand Advertising: Everyone is familiar with the Victoria’s Secret commercials seen on television.
* Retail or Local Advertising: Both the VS and Pink stores will always have a different window display and sign outside the door with each new offer.
* Direct-Response advertising: To gain customer loyalty an Angel Card is offered to every customer over 18. It is a credit card for the store; when they sign up they get $15 that same transaction.
* Institutional Advertising: Every month there is a new launch of “What’s Sexy for Her” which focuses soley on women’s needs. As prices are not very low, most shoppers are working women. They appreciate the idea of a priority—as there is still lack of equality in the working field.
* Branding: Relating to the background of Victoria customers feel that they are independent and satisfied with spending some money on themselves.