

@Hermès

A TIMELESS LEGACY, A SUSTAINABLE FUTURE

HERMÈS

www.Hermès.com



Index

Story of Hermès

SWOT/ Competitive
Analysis

Personas

Goals & Objectives

Landing Pages

Media Plan &
Platforms

Timeline

Mood Board

Video Storyboards

The Winner Campaign

References

Thank You!



STORY of HERMÈS

- Hermès is a Parisian luxury brand founded in 1837 by Thierry Hermès, known for its handcrafted, refined leather goods & silk scarves.
- The brand has a **rich heritage** and prides itself on honoring tradition while maintaining its status as **premium luxury**.
- The iconic horse-and-carriage logo pays tribute to Hermès' roots and is easily recognizable.
- In a highly competitive market, Hermès stands apart due to its commitment to **quality materials, artisanal craftsmanship** (1:1 bag to artisan), and **timeless designs**.
- Hermès' coveted bags are symbols of **elegance, class, and exclusivity**.



SWOT

Strengths

- Exclusivity and Craftsmanship
- Reputable Brand Image
- Sustainability Leadership

Opportunities

- Sustainability Initiatives
- Digital Expansion
- Strategic Collaborations
- Emerging Markets

Weaknesses

- Slow Production Process
- Limited Accessibility

Threats

- Intense Competition
- Economic Uncertainty
- Counterfeiting Issues



Competitive Analysis

Brand	Brand Value	Strengths	Weaknesses	Brand Image	Competitive advantage	Advertising focus
Hermès	\$76.299 billion (2023)	Craftsmanship, exclusivity, quality	Limited online presence, slow innovation	Classic, ultra-premium, exclusive	Scarcity, handcrafted luxury	Heritage, craftsmanship, yearly theme
LV	\$124.822 billion (2023)	Global reach, product range, modernity	Dilution of exclusivity	Travel, luxury, status	Brand recognition, retail network	Large-scale events, celebrity
Chanel	\$55.939 billion (2023)	Iconic status, heritage	Not contemporary & isolates younger consumers	Elegance and sophistication	Timeless luxury, iconic	Storytelling focusing on heritage



Personas



Classy Clara, 60+
Generational Shopper

- Retired, lives off investment income/generational wealth.
- Prefers shopping In-store.
- Supports social causes and philanthropies.



Social Stephanie, 35 - 45
Previous Chanel Loyal Shopper

- Philanthropist & Venture Capitalist, 500k a year.
- Shops online & in-store.
- Not new to the ultra-luxury sector, but looking for a brand that is making an effort to combat climate change.



New Nina, 27 - 35
New Shopper

- Corporate lawyer, 310k a year.
- Shops online & in-store.
- Looking for a luxury brand she can build a relationship with that fits her personal values and aesthetic.



Goals

Overall, this campaign aims to present Hermès as the distinct leader of sustainable ultra-luxury handbags through digital media platforms as well as owned media platforms (website)

More specifically, by **Q2 of 2025**, we aim to **increase engagement by 35%** from luxury consumers that are looking for a sustainable luxury brand, by **positioning Hermès as a distinct leader in this space.**



Objectives

Over the next 6 months...

- Marketing:
Achieve a **2.5x ROAS** from sustainability-related advertising campaigns.

- Promotional:
Drive a **15% increase in traffic** to the sustainability landing page from paid ad campaigns.

- Marketing:
Increase the overall **engagement rate** on sustainability-related content by **25%** on YouTube and Meta platforms.

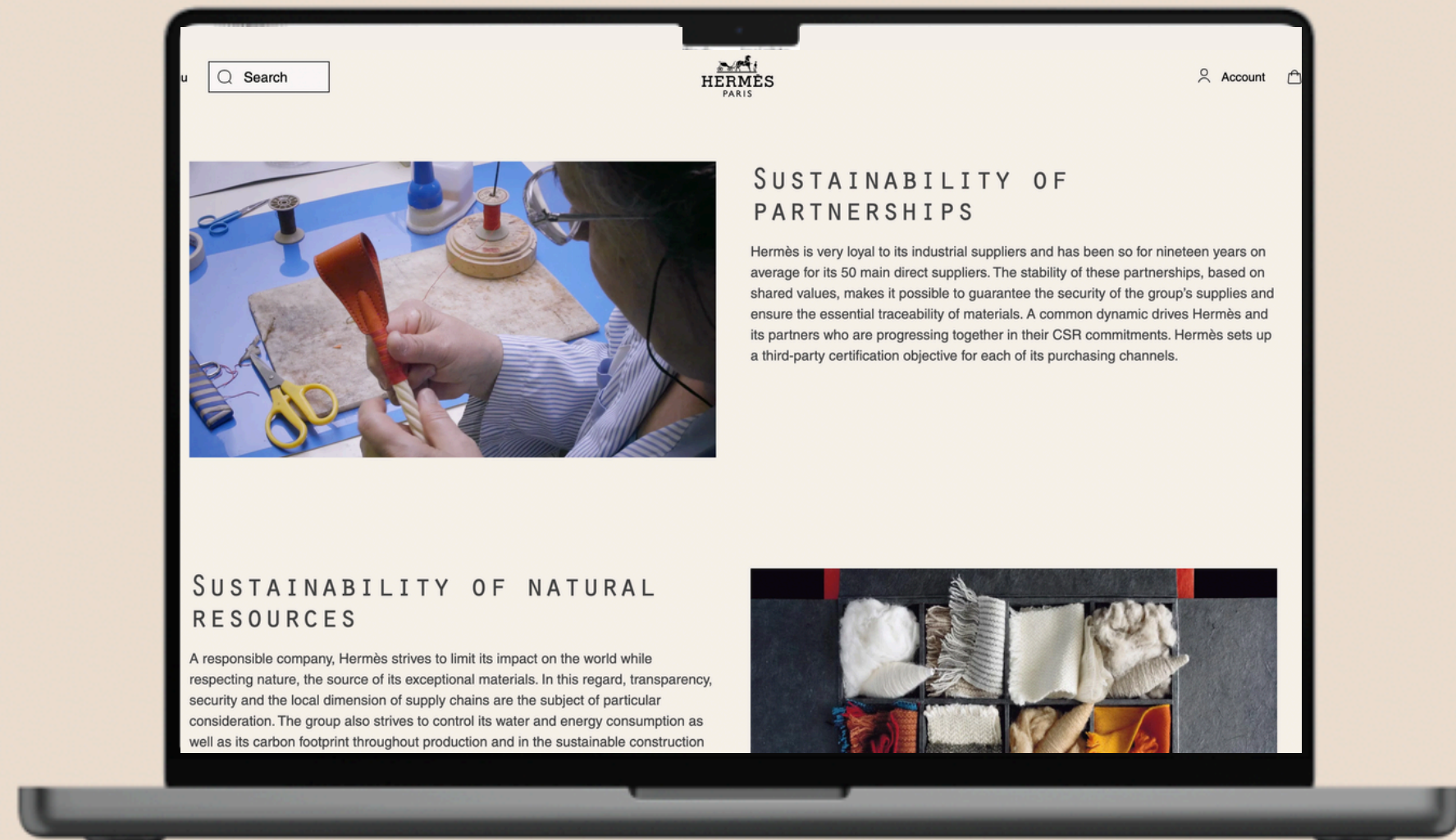
- Promotional:
25% boost in likes, comments, & shares by connecting with eco-conscious audiences using interactive copy & storytelling (PR)

- Marketing:
Improve the **conversion rate** on sustainability landing pages by **12%**.

- Promotional:
Achieve a **20% boost in average session duration** on sustainability-focused web pages over the next quarter through paid campaigns & In-store displays



Sustainability Landing Pages



Sustainability Landing Page: Close Up

Menu

Search



United States

Find a store

Contact Us

 Account

 Cart

Enduring Elegance, Forever Cherished

Hermès products are made to last. As the leading luxury brand for leather goods, Hermès products are designed to be cherished and passed down from mothers to daughters. The “Enduring Elegance, Forever Cherished” campaign was designed to celebrate the Hermès legacy and highlight our efforts as a leading sustainable luxury brand. As a brand with a rich heritage, we believe it’s important to pass on traditions and stories through our beloved pieces.

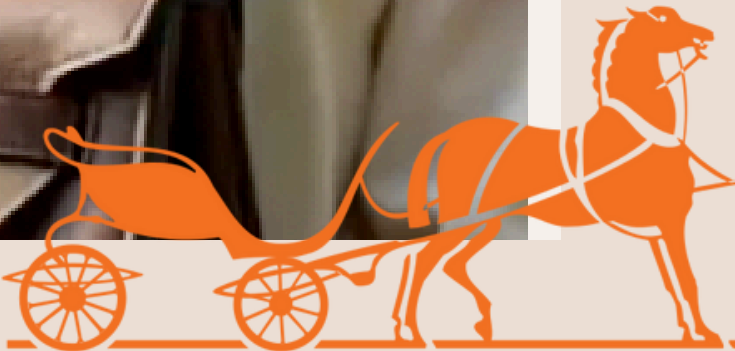
Fast fashion is one of the leading waste contributors to the environment. Our goods are made from ethically sourced materials and handcrafted by premium artisans. We’re committed to lowering our environmental impact and repurposing our goods. Celebrate the Hermès legacy with us as we strive to leave a better world for our children.

Read more to learn about how circular fashion can help reduce our carbon footprint.

A Generational Legacy

Combining high aesthetic standards and functionality, Hermès is distinguished by the high quality of its creations. All over the world, the house’s repair workshops preserve the sustainability of these objects, which develop as they’re passed on from one owner to the next; circular fashion helps reduce our carbon footprint.





Media Plan

Launch Date: 12/8/24

Instagram

- Short clips from the longer ad will be posted as reels
- All captions will have a link to the Sustainability page on the Hermès site
- Targeting younger audiences who care about company ethics

Facebook

- Post snippets from the ad (Paid & Organic)
- Targeting older audiences and encouraging them to keep their Hermès products
- Posts will be consistent with Instagram posts

Youtube

- Full length ad will be posted
- Short clips will be posted on Youtube Shorts
- Short version of the ad will be played before Vogue Youtube videos



Paid Platform Specifics



Web/Store

Conversion

- 20% of budget for website revamp other 10% is for in store display
- Clear CTAs, A/B test layouts & copy
- Middle/bottom funnel



Facebook

Community Engagement

- 30% of budget
- Video and carousel ads to drive reactions, shares, and comments
- Community-building
- 10% to each level of funnel



Instagram

Campaign Awareness

- 30% of budget
- Visual storytelling
- Reels, hashtags, interaction
- Middle funnel



Youtube

Engagement

- 10% of budget
- brand storytelling videos
- Top of funnel



Timeline

DEC. 8 - DEC.
30, 2025



Meta Platforms
Launch (Facebook
& Instagram)
60% budget

Build awareness
and strengthen
connections with
Hermès' core
audience.

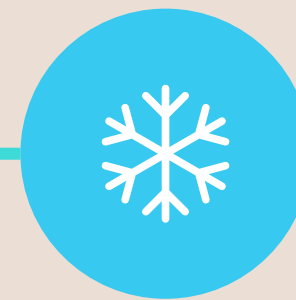
JAN. 1- JAN.
30, 2025



Youtube Campaign
10% budget

Attract new
audiences and
inspire brand
curiosity with long-
form and short-
form content.

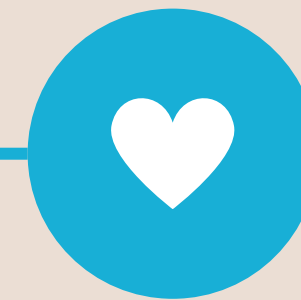
FEB. 1- FEB.
28, 2025



Pre-Launch
Promotions
20% budget

Build excitement
through festive
posts, interactive
stories, and
influencer
collaborations.

MAR. 1- MAR.
31, 2025



Campaign
Execution
10% budget

Capture the
shopping surge by
reinforcing
Hermès' exclusivity
and timeless
appeal.

APR. 1- APR.
30, 2025



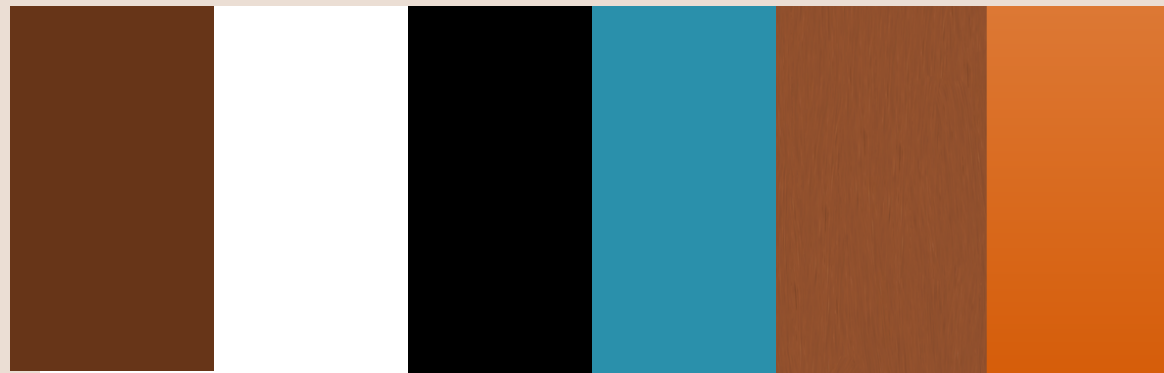
Post-Campaign
Analysis

Identify successes
and areas for
improvement for
upcoming
campaigns.



Mood Board ✨

Color Palette:



Fonts:

- HERMÈS
- HERMÈS
- Hermès



Video ✨ Storyboards:

✨ ... That didn't make the cut!

“Hermès-
Every Day”



“From the
outdoors”



“To indoors”



Every Day, Every Moment, Hermès.

Hermès bags featured in various settings:
a coffee shop, workplace, night out, or
nature.

Showcasing versatility through
accessorizing with charms, scarves, and
painted bags that evolve with each new
owner.

Each scene emphasizes how the bag
enhances daily life and reinforces that
Hermès pieces, crafted for longevity and
sustainability, are made to be cherished
and used, not just for special occasions.



“to nightlife”



“or daytime”



Live Hermès

"Sustainability in Every Step, Style in Every
Setting"

“Timeless
elegance”



“Honoring
traditions”



“Weaving
stories”



Culture Meets Craft

Hermès products in iconic locations around the world, emphasizing the diverse cultural and natural influences that inspire the brand’s creations.

Hermès scarves displayed against the picturesque fields of France, or vibrant street scenes in Japan, highlighting their connection to local traditions and modern aesthetics.

Leather bags shown in the bustling markets of Morocco or the serene beauty of Italian vineyards, symbolizing the fusion of exotic locales and luxury craftsmanship.

Each image will be complemented with brief captions explaining the inspiration behind the design, deepening the viewer's connection to the heritage and artistry of Hermès.

“Nature’s
finest
inspirations.”



“Parisian
charm, global
allure”



“Carry the art
of eternity”



“Crafted by hands, inspired by nature,
designed for eternity.”

The Winner ✨ Campaign

... That DID make the cut! ✨



Enduring Elegance, Forever Cherished

Hermès designs bags meant to be cherished and passed down through generations, blending timeless luxury with sustainability.

Inspired by perfume commercials, the film follows a mother gifting her Hermès bag to her daughter in a sunlit garden, reminiscing about Paris, and passing it to her own child, creating a full-circle moment.

Each scene underscores the bag's emotional significance and Hermès' commitment to sustainable craftsmanship.

The tagline, Enduring Elegance, Forever Cherished, highlights the brand's legacy of exceptional design and environmental responsibility.

"A bag that tells your story, carrying dreams from one generation to the next. Crafted with care, a legacy shared—designed with sustainability in mind. Enduring elegance, forever cherished. Hermès."



Video Mock-up: Enduring Elegance, Forever Cherished



References

- **CB Insights.** “Hermès Competitors and Alternatives.” CB Insights. <https://www.cbinsights.com/company/Hermès-1/alternatives-competitors>.
- **Canva:** “Magic Media.” AI SI & Videos. <https://www.canva.com/design>
- **Facebook.** “Ads Library.” Facebook, Meta. https://www.facebook.com/ads/library/?active_status=active&ad_type=all&country=US&media_type=all&search_type=page&view_all_page_id=104907696213843.
- **LTX:** “Studio Project.” <https://app.ltx.studio/projects>
- **Google.** “Ads Transparency Center.” Google Ads Transparency. <https://adstransparency.google.com/?region=US>.
- **Hermès.** “Contemporary Artisans since 1837.” Hermès. <https://www.Hermès.com/us/en/content/271292-contemporary-artisans-since-1837/>.
- **Hermès.** “Sustainable Development.” Hermès. <https://www.Hermès.com/us/en/content/134986-sustainable-development/>.
- **Lanterne.** “Special Editions by Hermès.” Hermès Lanterne. https://lanterne.Hermès.com/en/special/special2406_2/.
- **Martin Roll.** “Hermès: The Strategy behind the Global Luxury Success.” Martin Roll. <https://martinroll.com/resources/articles/strategy/Hermès-the-strategy-behind-the-global-luxury-success/>.
- **Only Authentics.** “Innovative Marketing Campaigns by Hermès: A Blend of Tradition and Modernity.” Only Authentics. <https://onlyauthentics.com/blogs/www-onlyauthentics-com-blogs-exclusive-chanel-Hermès-collections/innovative-marketing-campaigns-by-Hermès-a-blend-of-tradition-and-modernity>.
- **San Diego State University Library.** “Business Research Guide: Consumer Profiles based on Lifestyle Interests” San Diego State University. <https://libguides.sdsu.edu/c.php?g=253156&p=6367212>.
- **The Strategy Story.** “Hermès Marketing Strategy.” The Strategy Story, 6 June 2021. <https://thestrategystory.com/2021/06/06/Hermès-marketing-strategy/>.

A close-up, slightly blurred photograph of a hand holding a blue graduation cap (mortarboard) with a gold tassel. The hand is positioned on the left side of the frame, and the cap is tilted upwards. The background is a warm, out-of-focus yellowish-brown. The text "Thank You!" is overlaid in the center-right of the image.

**Thank
You!**