

Lands' End 2014 Fall Campaign



The Comer Group

UW-Madison
Journalism 445

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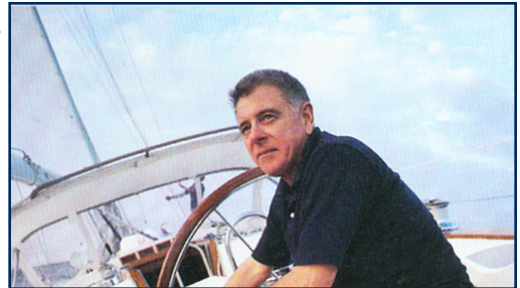
LANDS' END



Lands' End Heritage

Lands' End Heritage:

Gary Comer created Lands' End over fifty years ago in 1963. Prior to beginning the company, Comer was an award-winning copywriter, champion sailor and world traveler. Lands' End began in Chicago as a sailing company and mail-order operation for sailing equipment and gear. Clothing was of minimal importance to the initial catalog, with only two to three pages devoted to retail clothing items.



In addition, the very first Lands' End catalog, Lands' End Yachtsman's Equipment Guide, included a typo concerning the apostrophe placement in the name of the company. That typo has been retained to this day for posterity and has become the inspiration for the title of the Lands' End quarterly style magazine, *Apostrophe*

Comer prided himself on fulfilling mail orders within two days rather than the weeks it took for many other companies at the time. Concerned first and foremost with the customer experience, Gary Comer instituted Lands' End's now famous unconditional return policy, "Guaranteed. Period."

By 1977, Lands' End was a multi-million dollar business, and by the 1980s, it moved its headquarters to Dodgeville, Wis.

In 1984, Comer wrote an article for the Lands' End summer catalog and included the main values he believed were guiding the company. These values have continued to guide the company today and include extraordinary service, an excellent product at a fair price, integrity and caring for people in a way that makes calling, clicking or visiting Lands' End feel "a little like coming home". The remaining company values can be organized into three major areas of focus: customers, employees and community.



Lands' End Competition

Lands' End Competitor Information:

The logo for L.L.Bean, featuring the brand name in white serif font on a dark green rectangular background.

L.L. Bean is a competitor that has the most brand confusion with Lands' End. The company places a focus on the customer service principles no minimum order and no end date. The company's target audience includes active men and women aged 35–54 with an interest in seeking adventure in the outdoors. Like Lands' End, L.L. Bean is looking to shift their target audience to a younger subset of the population. To accomplish the objective of appealing to these younger groups, the company's voice can be summarized as light-hearted, outdoorsy and spirited. L.L. Bean's social media use primarily uses photos to promote sponsored events, outdoor hangouts, free shipping, and the 2-a-day daily markdown.

The logo for Eddie Bauer, featuring the brand name in a black cursive script font with "EST. 1920" in a smaller, black sans-serif font above it.

Eddie Bauer is another Lands' End competitor, and their tagline is to “live your adventure”. This specific tagline appeals to their target audience of athletic 20–30 year-olds. Eddie Bauer also guarantees complete customer satisfaction in their creed. Eddie Bauer's focus on the outdoors carries into both their company voice and social media presence. On social media, the brand most heavily uses Twitter and Facebook.

The logo for Ralph Lauren, featuring the brand name in a black serif font with a polo player on a rearing horse in the center.

Ralph Lauren is an aspirational competitor for Lands' End, and the brand prides itself on “re-defining American style”. Ralph Lauren portrays a lifestyle rather than specific products and has created a unique social media presence to represent this idea behind the brand. While you can find their Facebook page on their website, their Twitter, Tumblr and Pinterest accounts cannot be found on their website. Their website promotes their various lines and philanthropic efforts with a tone of sophistication and organization. RL also uses various celebrity endorsements and connects their social marketing and engagement to current events and popular culture references. The brand's target audience is seen as more elitist than the Land's End audience and their voice is therefore more refined and focused on luxury to appeal to these groups.



Lands' End Competition

BANANA REPUBLIC

Banana Republic is an upscale version of Gap and an additional competitor for Lands' End. Banana Republic considers themselves "The true outfitters of modern American style", which is conveyed as their tagline.

The brand is active on a number of social media sites including Facebook, Twitter, Pinterest, Instagram and most notably Flipboard. Their target audience has an average age of 32 years old and works in a professional setting. Due to the brand's position as an elevated version of Gap, the voice has a classic and sophisticated tone.



Tommy Hilfiger is an additional aspirational competitor for Lands' End. The company targets fashion-savvy men and women aged 18–28. They attempt to attract this customer base with a concise, witty and confident voice. Tommy's social media presence is extremely visual-based with short, catchy tagline. They also consider themselves a 'trusted editor' of fashion on Pinterest and Tumblr.



The Gap: The Gap is competition for Land's End with a greater emphasis on casual clothing and products. The Gap has an active social media presence and focuses heavily on outside bloggers. Their online activity highlights women and children's clothing, encourages consumers to interact with them online, promotes products and also "shares" things that are unrelated to promote liking of the brand as a whole. These tactics give Gap a consumer-focused and approachable company voice.



J. Crew is the final aspirational competitor for Land's End. The brand uses a witty and lighthearted voice to appeal to their target audience of college students and young adults. Their online presence uses simple black and white layouts, striking photos, and focuses on collaborations with other famous designers. J. Crew is active on Facebook, Twitter, Instagram, YouTube and extensively on Pinterest. The company also utilizes a blog and active email campaigns to share their abundant European influences and timeless vintage products that also have modern, whimsical details.



Lands' End Brand Analysis

Overview:

The current state of the Lands' End brand has a loyal customer base but is lacking the ability to attract new and younger customers. Lands' End also has yet to define a consistent and unified brand voice throughout their various touch points. In the current marketplace Lands' End is struggling to position themselves amongst the competition. Their loyal customers are aging and they are seeking to find new, younger customers.

Lands' End is present on all major social media outlets and attempts engagement with its consumers through a wide range of posts including holidays, seasonal style guides, and giveaway campaigns.

- Twitter: 16.2 K Followers
- Facebook: 1,115, 232 likes
- Instagram: 4012 Followers
- Pinterest: 367 Likes ; 1,006 Pins

One area of confusion within the brand's online presence is the two Twitter handles and Instagram accounts : LandsEnd and LandsEndPR. Much of the content is overlapping, because the two accounts primarily retweet each other. This may confused the consumer about which they should interact with.

The current campaign is the Getaway Tour - a traveling tour that goes city-to-city, offering a popup shop and free fittings to promote the LE Swimsuit line.



Lands' End Brand Analysis

Online Presence:

Lands' End's Current Website:

The Lands' End website makes online shopping readily accessible; however, social media icons and the company blog have the opportunity to be increasingly visible on the website. Slight adjustments to the organization of the website can promote a user-friendly, accessible sight.

- Highlighting the Lands' End Blog and its role in providing the Lands' End website with personality. Furthermore, the Blog is an ideal medium to build equity as a trusted style editor. Sample posts of style tips include "Pack the Kids for Summer Vacation", "Guy Gifts: The Dog Dad", "The Summer of Cute Dresses"

- Accentuating Apostrophe as the Lands' End quarterly online magazine will provide an in-depth seasonal style guide. Apostrophe showcases Lands' End products in a fun, modern way, in an attempt to avoid being seen as the "basics" brand.

Current Consumers:

According to background information from Lands' End, the two main target audiences the company is currently focused on are classified as "Savvy Surfers" and "Staple Seekers". The "Savvy Surfers" can be described as stylish and confident shoppers who think of themselves as having a unique fashion outlook. They are looking for statement pieces to help spice up their wardrobes and are inspired by various online and print fashion publications. For "Savvy Surfers", it is all about style and staying on trend rather than staple pieces and the fit of the clothing. On the other hand, "Staple Seekers" adhere to a routine in their shopping for clothing. "Staple Seekers" are concerned with the product quality, because they want their clothes to last and stay in style. Versatility is also important to "Staple Seekers" so they can get the most wear out of individual pieces of apparel.



Lands End Brand Analysis

Lands' End Brand Strengths

- Lifetime Gaurantee
- Known for quality clothing
- Wide-Variety of colors
- Unique heritage
- All-inclusive shopping
- International Company
- Strong Base of loyal consumers
- Sustainable and philanthropical

Lands' End Brand Room for Growth

- Not seen as “youthful” or “hip”
- Lack of clear voice and perosnality
- Typically appealing to consumers who “chase” fashion trends instead of start them
- Lacking in consumer engagement
- Loyal customer base is aging



Lands' End Brand Analysis

SWOT Analysis

Strengths

- Lifetime-guarantee clothing and strong customer service platform is unique in the marketplace
- Unique history with established online and catalogue usage
- Sustainable and philanthropic

Weaknesses

- Cannot appeal to customers who enjoy shopping in-store
- Aging loyal customer base and reputation for “safe” basics
- Limited salience of four pillars and variety of clothing types

Opportunities

- Gap in market -- competitors very “elitist” whereas Lands' End can be positioned as the quality and “welcoming” Americana brand
- Establishing voice and relationship with current loyal customers in order to promote word of mouth marketing
- Differentiate between variety of product lines to facilitate the shopping and buying experience

Threats

- Loyal customer is aging: Lands' End is chasing the trend instead of making the trend
- Crowded Online Marketplace: Up and coming modern online only brands and established competitors
- Sears marketplace position may make it hard for Lands' End to continue to grow into the modern, trendy brand they are aiming for



Lands' End Campaign Overview

Campaign Overview:

Our integrated marketing campaign for the Lands' End 2014 Fall Collection will focus the company's marketing and communication on the brand's four main style pillars: Denim, performance, casual and refined. By emphasizing the distinct pillars through the various Lands' End touch points, the campaign will assist customers in finding the outfit they are looking for in a more efficient manner. The four-pillar concept will additionally emphasize the versatility and timelessness of the brand. By incorporating taglines based on the four pillars and increasing our engagement via social media, Lands' End can evoke a friendly, confident and approachable brand voice to position the company as a trusted fashion editor for new and existing customer bases.



Key Strategic Principles

I. The Lands' End Four Pillar Takeover campaign will communicate the four pillars to the consumers and bring them to life in their eyes and minds.

This campaign will help the consumer see the variety of products Lands' End offers.

- Consumers will see the differences between each product line in order to facilitate the shopping and buying experience.
- The four pillars emphasize the functionality and versatility of Lands' End's products and play an important role in the formation of the brand's reputation and image.
- Each pillar will be distinguished through taglines and colors, to clearly define the category of clothing it has.
 - o Denim: Carpe Denim (Harbor Blue)
 - o Performance: Ready, Sweat, Go (Active Green)
 - o Refined: Raise the Bar
 - o Casual: Take it easy

II. The Lands' End Four Pillar Takeover will revive the brand so that it appeals to a younger market.

- The campaign will utilize the four pillars to showcase the new patterns and designs.
- The campaign will continue to place advertisements in fashion magazines to raise awareness and establish Lands' End's positioning statement.

III. The Lands' End Four Pillar Takeover will drive traffic to the website and foster engagement between the brand and its consumers.

- The campaign will emphasize a reorganized website, highlighting emotional appeals attached to each of the four pillars to further differentiate Lands' End from its competitors, giving them a specific spot in the marketplace.
- Apostrophe, the Lands' End blog, and their social media links will be moved to more prominent and eye-catching locations on their website.
- All platforms will be used to create conversation and engagement by inviting readers to share their own stories related to each post.



Target Audience

Target Audience:

- 30 – 45 year-old women
- Affluent (+100K HHI)
- Typically married with children
- North Eastern and North Central America.



Target Audience

According to research conducted through Simmons:

- In the past 12 months, the target has sold her house, moved to a new one or done a major home renovation on her existing home.
- The environment is important to the target audience; she believes that companies should help their customers be more environmentally friendly.
- **Family is a priority** to the target, and some of the target's favorite activities are watching TV with her kids and doing activities such as going to the beach or playing board games.
- When the target vacations, she really enjoys going to the spa. She dreams about traveling abroad but typically travels domestically. While on vacation the target audience enjoys to shop, sightsee, relax, hike and play tennis.
- The target is also **active** and enjoys aerobics, walking/running, swimming, going to the gym and yoga.
- The target **uses social media to frequently** share pictures and follow television shows, news and magazines. She uses the Internet for travel planning, blogging, reading magazines, and gathering information for shopping or travel reservations.
- Looking attractive and impressing others is important to the target. She reads fashion magazines to keep up with the latest fashion trends. She is surprised by the new brands she buys and is often lured to those new brands by sales and coupons.
- For the target, buying new clothes for every season is important to keep with the latest fashion trends. However, functionality is an important consideration when buying new apparel.
- The target audience often tries new stores and styles before their friends do. The Internet is an important tool when planning their shopping trip and looking for deals. Spur of the moment purchases are common among the target, and the price point of certain stores often determines which store is their favorite.



Unique Selling Points

Selling Premise:

Lands' End is committed to providing quality, comfortable clothing made from the finest materials we have found from around the world. If you find any of our products do not meet your expectations, you may return the product, no questions asked.

Key Lands' End Product Attributes:

- Apostrophe: Taking a risk with classic pieces
- Quality & Trusted fabrics
- Versatility, family-friendly (From the office to the park to a night out)
- 4 pillars
 - o Refined
 - o Denim
 - o Casual
 - o Performance
- Wide range of sizes and styles
- Use of technology – “No iron shirts” and “Quick dry shorts”

Key Customer Benefits:

Life-time guarantee -- One unique feature of shopping at Lands' End is that every item is sold with a life-time guarantee. This should be used as a unique selling point.

“Designed with you in mind” idea -- Each item at Lands' End is designed with their market in mind. Especially the performance line that utilizes specific technology so the fabric dries fast and fits comfortable.

Outstanding Customer Service & Approachable Demeanor -- Lands' End is proud of the customer service they offer and argue it to be some of the best in the business, they go above and beyond their competitors to make sure their customers are satisfied.

“All-inclusive” shop -- Lands' End has all the essentials for the whole family from school & office wear for the week and casual & performance gear for the weekends at the park.



Campaign Message Strategy

The Big Idea:

Lands' End has the clothing your family needs for all of life's moments. Whether you are at the office, hiking in the outdoors or relaxing at the neighborhood barbeque, one of the four pillars of Lands' End's clothing will fit your day. Our big idea will communicate the four pillars to the target audience via catchy taglines. This will help convey the pillars and wide range of Lands' End products to both consumers and the company:

- **Denim:** Carpe Denim
- **Performance:** Ready, Sweat, Go
- **Casual:** Take it Easy
- **Refined:** Raise the Bar

Campaign strategy and positioning:

Instead of establishing a new way to stand out, we are focusing on standing up for Lands' End's four pillars: denim, performance, refined and casual. We will emphasize the sustainability of the brand and the timelessness of the product to position ourselves for market awareness. This will also position the company in the market gap between J. Crew and Gap. We want prospective customers to see the Lands' End brand as representative of quality and versatility, while refraining from an elitist attitude.

Message Tone and Appeal:

Our 2014 Fall Collection campaign aims to invite consumers in with a tone of approachability. Being approachable and trusted brand will put Lands' End in a unique place within the market and will leverage the brand as a fashion editor to the consumer's style. In order to achieve our desired tone, we will showcase our models in a variety of everyday settings that your average middle-class American can relate to. This tone of approachability also extends to our use of social media, as we will increasingly engage our consumers in a conversation, rather than brief, impersonal exchanges.



Campaign Message Strategy

Unifying Elements:

The unifying elements of the campaign include the four pillars with their own color and phrase. The messages will be repeated across various media including: Magazine Ads, Lands' End Website, Lands' End Catalogue, Pinterest, Twitter and Facebook. There will also be LE Blog posts and Apostrophe series published to support this campaign. Each phrase chosen for specific pillars will have parallel construction with the other phrases and embody a call to action.

Media Use:

Our campaign will utilize a variety of media platforms; specifically, we will focus on print, website re-design, Twitter, Facebook, YouTube, Apostrophe, and the official blog of Lands' End.



Creative Objectives

Traditional & Social Media:

I. Differentiate the four pillars in the mind of consumers.

- Traditional Media: We will use print and television ads to emphasize the uniqueness of each pillar: Denim, Refined, Performance, Casual. In order to highlight the uniqueness of each pillar, ads will demonstrate how Lands' End offers more than the "boring" basics

- Social Media: We will use Twitter, Facebook, Instagram, Pinterest, and YouTube to emphasize the uniqueness of each pillar. Pictures and videos will visually demonstrate each pillar in an accessible manner. Hashtags on

Twitter will allow Lands' End to announce new products in each pillar. All social media, although particularly Pinterest, will provide the opportunity for consumers to pick out his or her favorite items.



Creative Objectives

II. Make brand younger

- **Traditional Media:** We will use print ads to appeal to a younger demographic. Lands' End has had recent spots in fashion magazines with younger reader demographics such as: Glamour, Cosmopolitan, In Style, People Style Watch, Fitness and All You. We will continue to utilize these magazines and their loyal readers to promote Lands' End products targeted at a younger audience.

- **Social Media:** We will have an increased presence on social media platforms. Utilizing Facebook, Twitter, Pinterest, and Instagram to highlight the new looks Lands' End offers. Furthermore, our blog and Apostrophe will allow Lands' End and its valued consumers to showcase the many ways our younger demographic is interacting with Lands' End.

III. Drive traffic to website/social engagement

- **Traditional Media:** We will use print ads to increase social engagement by including the different social media platforms we utilize on each ad.

- **Social Media:** We will use a comprehensive approach across all of our aforementioned social media platforms to increase traffic to our website and enhance social engagement. Specifically, we will continue to encourage consumers to submit posts/stories to our blog and Apostrophe, use hashtags on Twitter to connect our current consumers, we will use Facebook to compile all of our social media interactions and serve as the central hub for our consumers, we will use Pinterest, Instagram, and YouTube to promote viral uploads and interactions from our consumers. Overall, all of our social media strategies are aimed at increasing conversation between Lands' End and consumers.



Creative Objectives

Print Advertisements:

For the various print messages we've created, our agency wanted to follow a simple design aesthetic while continuing to adhere to our Big Idea of making the Lands' End pillars more salient across the brand. To execute this plan in print media, we created a universal layout to be used for all of our print advertisements. The individual print messages have unique visuals and headlines, but each has several common elements as well. At the bottom of every ad we include a strip of color, and that color depends on the pillar of clothing being presented in the visual. Depending on which pillar is being shown, the ads include body copy that is specific to that pillar, and this copy appears on the left side of the color strip. To more readily identify the pillar being displayed, the print ads include the pillar taglines as well. Also within the color strip, in the lower righthand corner of the print message, the ads incorporate the Lands' End logo, name, and a directive to the company's website. Our agency has developed a number of different print messages, many with unique styles and visual elements. However, the universal layout of our ads create uniformity and help to display the pillars in a relevant and approachable way. The ads with more simple visuals and backgrounds are tailored to higher fashion publications, while the remaining print ads featuring more elaborate/emotional visuals and settings will be better suited for women's magazines with a lesser emphasis on style.



Creative Messages

Print Messages:

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Pillar 1: Denim

Denim:

The Lands' End denim pillar includes any and all denim featuring quality fabrics and a diverse range of fits for every body type. The extensive line offers many washes of classic jeans in addition to modern denim tops and even patterned denim. The denim is versatile as it can be dressed up for the office and comfortable enough to be relaxed in at the park, helping the consumer seize the day and feel good about whatever comes their way.

Tagline: **“CARPE DENIM”**
Color: Harbor Blue

Denim Print Ad Copy:

“With Lands' End jeans you can be sure to find a fit that's right for you. The Lands' End denim line has distinct “fits” based on where the jeans sit in relation to your hips. This creates a timeless look completely catered to you. As part of the Lands' End 2014 Fall Collection, new denim prints will take you outside the box and add a unique element to this classic wardrobe staple.”

Possible media outlets for “Carpe Denim” ads to be placed:

- Glamour
- Cooking Light
- InStyle
- Self
- Lucky





**THEY'RE SIMPLY
IRRESISTIBLE**

our denim is so good, you won't be able to say no

With Lands' End jeans you can be sure to find a fit that's right for you. The Lands' End denim line has distinct "fits" based on where the jeans sit in relation to your hips. This creates a timeless look completely catered to you. As part of the Lands' End 2014 Fall Collection, new denim prints will take you outside the box and add a unique element to this classic wardrobe staple.

LANDS' END
Carpe Denim



visit us online at www.landsend.com

Get the most out of your jeans



With Lands' End jeans you can be sure to find a fit that's right for you. The Lands' End denim line has distinct "fits" based on where the jeans sit in relation to your hips. This creates a timeless look completely catered to you. As part of the Lands' End 2014 Fall Collection, new denim prints will take you outside the box and add a unique element to this classic wardrobe staple.

Lands' End

Carpe Denim



Visit us at www.landsend.com

I spy



your perfect fit.

With Lands' End jeans you can be sure to find a fit that's right for you. The Lands' End denim line has distinct "fits" based on where the jeans sit in relation to your hips. This creates a timeless look completely catered to you. As part of the Lands' End 2014 Fall Collection, new denim prints will take you outside the box and add a unique element to this classic wardrobe staple.

Lands' End

Carpe Denim



Visit us at www.landsend.com



With Lands' End Jeans you can be sure to find a fit that's right for you. The Lands' End denim line has distinct "fits" based on where the jeans sit in relation to your hips. This creates a timeless look completely catered to you. As part of the Lands' End 2014 Fall Collection, new denim prints will take you outside the box and add a unique element to this classic wardrobe staple.

Lands' End
Carpe Denim



Visit us at www.landsend.com

Pillar 2: Refined

Refined:

This line includes all of Lands' Ends 'classier' pieces. From men's no-iron dress shirts to women's A-line dresses, Lands' End refined offers everything a wardrobe needs for a day at the office or a night on the town. We want to emphasize that these styles go above and beyond the normal look, raising the bar on their standards of style will bring the consumer confidence and respect in both their personal and professional world.

Tagline: **“RAISE THE BAR”**
Color: **Buoy Red**

Refined Pillar Ads Copy:

“For that dressy occasion, when you want to step out in elegance, Lands' End refined clothing expresses your style with bold sophistication. Tailored to fit your shape. Made to maintain comfort. Built to last. The refined collection contains no-iron dress shirts and pants to keep you looking great without any hassle.”

Possible media outlets for refined:

- Glamour
- Simple Living
- Elle
- Marie-Claire



This Thanksgiving, Bring style to the table



For that dressy occasion, when you want to step out in elegance, Lands' End refined clothing expresses your style with bold sophistication. Tailored to fit your shape. Made to maintain comfort. Built to last. The refined collection contains no-iron dress shirts and pants to keep you looking great without any hassle.

Lands' End

Raise the Bar



Visit us at www.landsend.com



FALL IN LOVE

WITH FALL

our new fall styles will have you head over heels

For that dressy occasion, when you want to step out in elegance, Lands' End refined clothing expresses your style with bold sophistication. Tailored to fit your shape. Made to maintain comfort. Built to last. The refined collection contains no-iron dress shirts and pants to keep you looking great without any hassle.

LANDS' END
Raise the Bar



visit us online at www.landsend.com



GET
YOUR
GEEK
ON

our dresswear will make you look sharp with less fuss

For that dressy occasion, when you want to step out in elegance, Lands' End refined clothing expresses your style with bold sophistication. Tailored to fit your shape. Made to maintain comfort. Built to last. The refined collection contains no-iron dress shirts and pants to keep you looking great without any hassle.

LANDS' END
Raise the Bar



visit us online at www.landsend.com

Pillar 3: Performance

Performance:

The expanding performance collection features high-tech fabrics to bend with you in yoga class or on a run and stylish enough to wear shopping downtown. This line includes Lands' End popular swimwear collection, along with new quick-drying shorts, mesh polo shirts, and a wide-range of yoga pants. Each piece is designed to fit into the active day of a Lands' End consumer so they can wake up and be *ready, sweat, and go*.

Tagline: **“READY, SWEAT, GO”**
Color: Active Green

Performance Pillar Ad Copy:

“With Lands' End performance wear you can get both high-tech clothing and a style you can be proud to wear. The various pieces in our performance line combine moisture wicking technology and UPF protection to keep you cool and comfortable during a hard workout. The shape-flattering design along with fresh colors and prints will inspire you in the gym or on the streets”

Possible media outlets:

- Women's Health
- Shape
- Cosmopolitan
- Self



Sweat in Style



With Lands' End performance wear you can get both high-tech clothing and a style you can be proud to wear. The various pieces in our performance line combine moisture wicking technology and UPF protection to keep you cool and comfortable during a hard workout. The shape-flattering design along with fresh colors and prints will inspire you in the gym or on the streets.

Lands' End

Ready, Sweat, Go



Visit us at www.landsend.com



READY. SWEAT. GO.

With Lands' End performance wear you can get both high-tech clothing and a style you can be proud to wear. The various pieces in our performance line combine moisture wicking technology and UPF protection to keep you cool and comfortable during a hard workout. The shape-flattering design along with fresh colors and prints will inspire you in the gym or on the streets.

LANDS' END
Ready, Sweat, Go



Visit us at www.landsend.com

GO AHEAD. GET SWEATY.



With Lands' End performance wear you can get both high-tech clothing and a style you can be proud to wear. The various pieces in the performance line combine moisture-wicking technology and UPF protection to keep you cool and comfortable during a hard workout. Shape-flattering designs, along with fresh colors and prints, will inspire you in the gym or on the streets.

LANDS' END

Ready. Sweat.
Go.



You can
dance

If You
Want To

With Lands' End performance wear you can get both high-tech clothing and a style you can be proud to wear. The various pieces in the performance line combine moisture wicking technology and UPF protection to keep you cool and comfortable during a hard workout. The shape-flattering design along with fresh colors and prints will inspire you in the gym or on the streets.

LANDS' END
Ready. Sweat. Go.



Stretch Your Boundaries



With Lands' End performance wear you can get both high-tech clothing and a style you can be proud to wear. The various pieces in our performance line combine moisture wicking technology and UPF protection to keep you cool and comfortable during a hard workout. The shape-flattering design along with fresh colors and prints will inspire you in the gym or on the streets.

LANDS' END

Ready, Sweat, Go



Visit us at www.landsend.com

Pillar 4: Casual

Casual:

Casual is Lands' End 'everyday' line that combines fashion-forward style with functionality. This season, casual has gone beyond the basics featuring deep colors, patterned pants and modern cuts. Customers will be excited to slip into this line of clothes while they take it easy with family and friends.

Tagline: **“TAKE IT EASY”**

Color: Coastal Blue

Casual Pillar Ad Copy:

“Casual is not an act, it’s a style. In Lands’ End casual wear, you’ll feel comfortable and full of life walking in clothing made to breath. Add a little pop to your ensemble with Lands’ End casual style. A fresh look you’ll love. Guaranteed.”

Possible media outlets:

- Marie-Claire
- Glamour
- Self
- InStyle
- Cooking Light





EASY LIKE SUNDAY MORNING

keeping you comfy without sacrificing style

Casual is not an act, it's a style. In Lands' End casual wear, you'll feel comfortable and full of life walking in clothing made to breath. Add a little pop to your ensemble with Lands' End casual style.

A fresh look you'll love. Guaranteed.

LANDS' END
Take it Easy



visit us online at www.landsend.com

Fun fall fashion for the whole family.



Casual is not an act, it's a style. In Lands' End casual wear, you'll feel comfortable and full of life walking in clothing made to breathe. Add a little pop to your ensemble with Lands' End casual style. A fresh look you'll love. Guaranteed.

Lands' End

Take it Easy



Visit us at www.landsend.com

“Life starts all over again when it gets crisp in the fall.” -F. Scott Fitzgerald



Casual is not an act, it's a style. In Lands' End casual wear, you'll feel comfortable and full of life walking in clothing made to breathe. Add a little pop to your ensemble with Lands' End casual style. A fresh look you'll love. Guaranteed.



LANDS' END

Take it easy.

This Fall, Kick back in style



Casual is not an act, it's a style. In Lands' End casual wear, you'll feel comfortable and full of life walking in clothing made to breathe. Add a little pop to your ensemble with Lands' End casual style. A fresh look you'll love. Guaranteed.

Lands' End

Take it Easy



Visit us at www.landsend.com



OUTSTANDING
OUTERWEAR

this fall, we'll help you combat the cold

visit us online at www.landsend.com

LANDS' END 



OUTSTANDING
OUTERWEAR

this fall, we'll help you combat the cold

visit us online at www.landsend.com

LANDS' END 

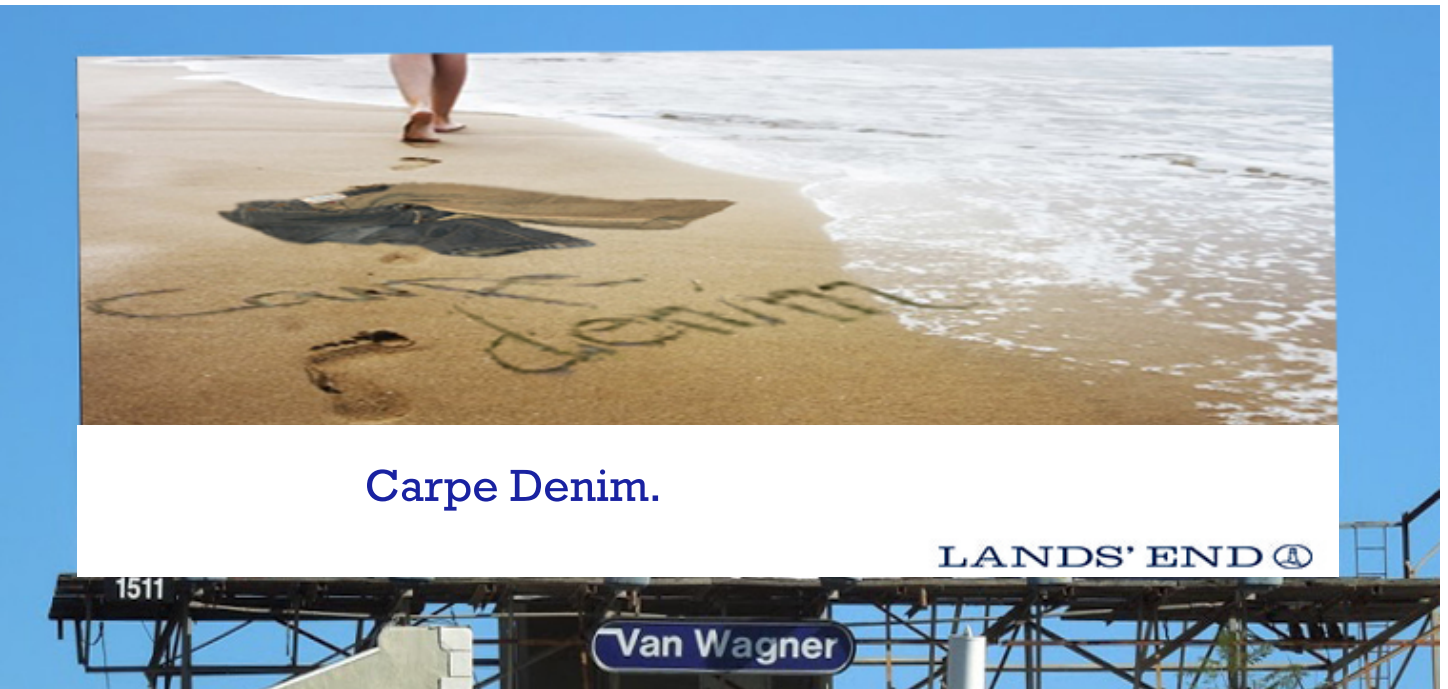
Outdoor Advertisements

Outdoor Advertisements:

Following our creative directives and theme of our print ads, we developed a series of outdoor advertisements. These could be utilized on billboards or painted on the side of a city bus in urban areas. For Fall 2014 our main focus was on the denim pillar.



Outdoor Advertisements



Website & Catalogue

Online & Catalogue

Along with print messages developed for magazine and outdoor advertisements, changes and modifications were made to the following four media outlets in order to align with the Four Pillar Takeover Fall 2014 campaign:

- Website
- Newsletter
- Lands' End Mobile App
- Catalogue

Website:

For our website mockup, we reorganized and simplified the website to create a more streamline appearance while incorporating our four pillar themes. We increased the visual appeal of the website by encouraging more eye-catching scrolling photos and themed colors and less wordy text. By prioritizing content so our four pillars and our social media platforms are more readily accessible to our users, we hoped to increase traffic across these various outlets and strengthen relationships with our target market. We also created landing pages for each of our four pillars with large, inviting photos with phrases that reinforce the brand's value to the consumer.



CARPE DENIM Jeanswear For: Women Men Kids	RAISE THE BAR Dress Clothing For: Women Men Kids	READY, SWEAT, GO Activewear For: Women Men Kids	TAKE IT EASY Casual Clothing For: Women Men Kids	MORE TO EXPLORE Lighthouse Blog Apostrophe E-Catalogs Shop Your Way Rewards
--	---	--	---	--

Enter Keyword or Style #

Ends today! **30% OFF REG. PRICED STYLES** Use Promo Code: **ENJOY30** & Pin: **6059** [See details.](#)



STAY CONNECTED

 Anytime, Anywhere VISIT OUR E-CATALOG FROM YOUR PHONE OR TABLET >	 View From the Lighthouse READ THE LANDS' END BLOG >	 Apostrophe: A Lands' End Quarterly COME EXPLORE >	 Lands' End on Instagram FOLLOW US >
--	--	--	--

CARPE DENIM	RAISE THE BAR	READY, SWEAT, GO	TAKE IT EASY	MORE TO EXPLORE		Enter Keyword or Style # <input type="text"/>
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Visit Us on Social Media

CUSTOMER SERVICE > GUARANTEED. PERIOD.® > CONTACT US > FAQs > 	COMPANY About Us Careers As Seen In Investor Relations Newsroom Affiliate Program	SERVICES Gift Cards Monogramming and Embroidery Catalog Requests Email Subscription Glossary Site Map	SPECIALTY SHOPS LE Business Outfitters Gifts Women's Plus Sizes Women's Petite Sizes School Uniforms Swimwear International Websites	POLICIES Privacy Security Shipping Returns California Transparency Act
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SUSTAINABILITY
 Proud Partner of the

Everything backed with an unconditional promise of satisfaction:
guaranteed. period.


Lands' End | Quality Cloth... x
www.landsend.com

Help Center ▾ Store Locator Gift Cards Business Outfitters Ship To My Account ▾ My Bag 0

LANDS' END FREE SHIPPING EVERY DAY ON ORDERS \$50+
\$5 MORE FOR UPS 2 DAY

CARPE DENIM Jeanswear For: Women Men Kids	RAISE THE BAR Dress Clothing For: Women Men Kids	READY, SWEAT, GO Activewear For: Women Men Kids	TAKE IT EASY Casual Clothing For: Women Men Kids	MORE TO EXPLORE Lighthouse Blog Apostrophe E-Catalogs Shop Your Way Rewards	Enter Keyword or Style # <input type="text"/> <input type="submit" value="Q"/>
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Ends today! 30% OFF REG. PRICED STYLES Use Promo Code: ENJOY30 & Pin: 6059. See details.



CARPE DENIM

Introducing our new line of fabulous denim. With a variety of fits, washes, and patterns, you'll be sure to find a pair that fits your style.


Lands' End | Quality Cloth... x
www.landsend.com

Help Center ▾ Store Locator Gift Cards Business Outfitters Ship To My Account ▾ My Bag 0

LANDS' END FREE SHIPPING EVERY DAY ON ORDERS \$50+
\$5 MORE FOR UPS 2 DAY

CARPE DENIM Jeanswear For: Women Men Kids	RAISE THE BAR Dress Clothing For: Women Men Kids	READY, SWEAT, GO Activewear For: Women Men Kids	TAKE IT EASY Casual Clothing For: Women Men Kids	MORE TO EXPLORE Lighthouse Blog Apostrophe E-Catalogs Shop Your Way Rewards	Enter Keyword or Style # <input type="text"/> <input type="submit" value="Q"/>
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Ends today! 30% OFF REG. PRICED STYLES Use Promo Code: ENJOY30 & Pin: 6059. See details.



RAISE THE BAR

Our dresswear will help you look, and feel, sharp.

Lands' End | Quality Cloth... x
www.landsend.com

Help Center Store Locator Gift Cards Business Outfitters Ship To My Account My Bag

LANDS' END

FREE SHIPPING EVERY DAY ON ORDERS \$50+
\$5 MORE FOR UPS 2 DAY

CARPE DENIM Jeanswear For: Women Men Kids

RAISE THE BAR Dress Clothing For: Women Men Kids

READY, SWEAT, GO Activewear For: Women Men Kids

TAKE IT EASY Casual Clothing For: Women Men Kids


MORE TO EXPLORE Lighthouse Blog Apostrophe E-Catalogs Shop Your Way Rewards

Enter Keyword or Style #

Ends today! 30% OFF REG. PRICED STYLES Use Promo Code: ENJOY30 & Pin: 6059 See details.

READY, SWEAT, GO

kickstart your workout with activewear that works as hard as you do.



Lands' End | Quality Cloth... x
www.landsend.com

Help Center Store Locator Gift Cards Business Outfitters Ship To My Account My Bag

LANDS' END

FREE SHIPPING EVERY DAY ON ORDERS \$50+
\$5 MORE FOR UPS 2 DAY

CARPE DENIM Jeanswear For: Women Men Kids

RAISE THE BAR Dress Clothing For: Women Men Kids


READY, SWEAT, GO Activewear For: Women Men Kids

TAKE IT EASY Casual Clothing For: Women Men Kids

MORE TO EXPLORE Lighthouse Blog Apostrophe E-Catalogs Shop Your Way Rewards

Enter Keyword or Style #

Ends today! 30% OFF REG. PRICED STYLES Use Promo Code: ENJOY30 & Pin: 6059 See details.



TAKE IT EASY

our casual clothing will keep you comfy without sacrificing style.

Creative Messages

Newsletter

Newsletter:

The Lands' End Newsletter is a great way to reach out to loyal customers and keep them up-to-date on new styles and deals happening at Lands' End.

Possible Subject lines:

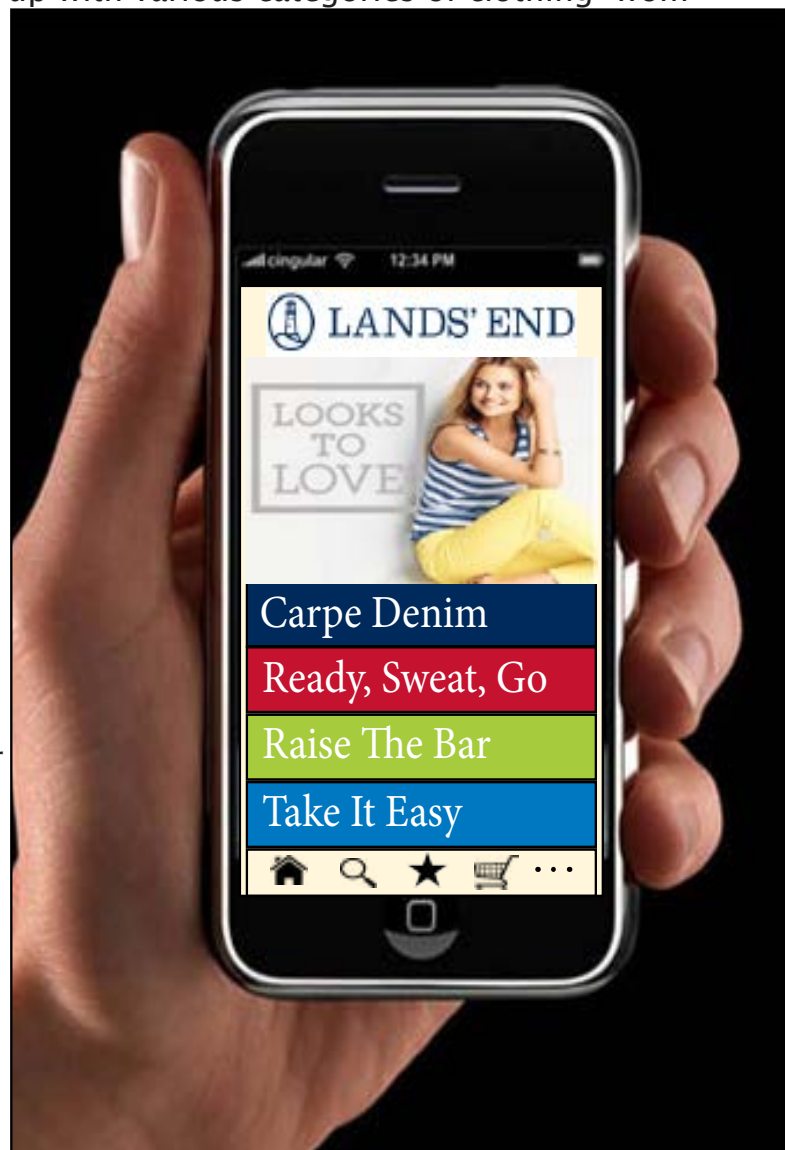
- Carpe Diem in our Denim
- How do you Carpe Denim?
- Fall for One & Fun for All
- Ready, Sweat, Go
- Mom deserves a back-to-school outfit, too.

The screenshot shows the top portion of the Lands' End website. At the top is the Lands' End logo and navigation menu with links like 'CARPE DENIM', 'RAISE THE BAR', 'READY, SWEAT, GO', 'TAKE IT EASY', and 'MORE TO EXPLORE'. A search bar is on the right. Below the navigation is a promotional banner: 'Ends today! 30% OFF REG. PRICED STYLES' with a promo code 'ENJOY30 & Pin: 6059'. The main hero image features a smiling couple with the text 'FALL FOR ONE & FUN FOR FALL'. Below this is a red banner that says 'shop our new line of fall gear'. A navigation bar lists 'WOMEN', 'MEN', 'CHILDREN', and 'HOME'. The content area is divided into several sections: 'DYNAMIC DENIM' with a woman in a suit, 'COZY CASUALS' with a woman in a white jacket, 'OUTSTANDING OUTERWEAR' with a woman in a pink coat, 'FALL OUTFITS FOR THE WHOLE FAMILY' with a family photo, and 'DRAMATIC DRESSWEAR' with a woman in a dark dress. At the bottom left is a menu with 'COMPANY', 'SERVICES', 'SPECIALTY SHOPS', and 'POLICIES', along with a 'TEXT CHAT NOW' button. At the bottom right is an image of a woman and a man with luggage. The footer includes 'Visit Us on Social Media' with icons for Facebook, Twitter, Instagram, Pinterest, YouTube, Google+, and a mail icon.

The Lands' End App

The Lands' End App:

This app will make shopping Lands' End fast, convenient and fun no matter where you are. Since the majority of Lands' Ends orders are placed through their online website, it makes sense that these consumers would also use a mobile app to do their shopping. The app will feature a scrolling advertisement at the top, which will feature different items, outfits or collections. The user can tap on these ads to be taken to the page featuring those items. Below the scrolling ad, the app will feature four horizontal bars with the titles of the campaign's four pillars. When a user taps one of the four bars, a menu will pop up with various categories of clothing--women's, men's, etc. The user can tap on the category they want to shop and the app will take them to that particular collection. The user will be able to click on specific items, look at sizing information and order items. Essentially, the app is an extension of the Lands' End webpage. Along the bottom of the app, there is a bar with five small buttons: "home," "search," "favorites," "my account," and "more." These buttons will allow for easy navigation and stress-free ordering as well as a link to other Lands' End information, such as the Apostrophe blog and the home collection. This app will allow users to easily shop Lands' End from wherever they may be and will encourage positive feelings about the brand and the clothing items overall.



Catalogue

DENIM



CARPE DENIM

Introducing our new line of fabulous denim.
With a variety of fits, washes, and patterns, you'll
be sure to fit one that fits your style.

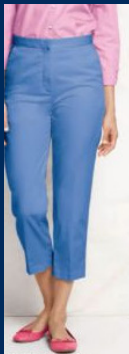


With Lands' End jeans you can be sure to find a fit that's right for you. The Lands' End denim line has distinct "fits" based on where the jeans sit in relation to your hips. This creates a timeless look completely catered to you. As part of the Lands' End 2014 Fall Collection, new denim prints will take you outside the box and add a unique element to this classic wardrobe staple.

To further reinforce the four pillars, we chose to reorganize the Lands' End catalog as well. We chose one themed color for each pillar, and incorporated it on both the introductory page for each section and throughout the catalog. Each introductory page includes each pillar's tagline, a subhead, and our copy describing the importance of each pillar. By doing so, we hoped to make these separations clearer in the minds of our consumers, emphasizing the versatility and value of Lands' End's products.

Catalogue

CARPE DENIM



A. Hidden-elastic Crops

A.C. WHITE

A.C. LIGHT STONE

B. PINK DAZZLE STRIPE

B.G. VIBRANT COBALT STRIPE

A. SEVENTH BLUE

A.C. KHAKI

A.C. TRUK NAVY

A. BLACK

7-DAY: MATCHLESS COMFORT

An elastic waist and an easy fit make them pretty near perfect.

There's not a woman alive who wouldn't love a little more ease. 7-Day delivers—with a relaxed fit and styles with a discreet back-elastic waist. Always easy-care, too. Unless otherwise noted: 60% cotton/40% polyester. Machine wash. Imported.

Fit 3: Sits at the waist.



FIT 3

SITS AT THE NATURAL WAIST

Hidden-elastic Crops. Adjustable waist.

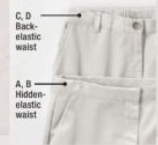
A. Solid
Regular (24") 4-18 **412049-114 \$39**
Petite (21½") 2-18 **412050-114 \$39**
Plus (22") 14W-26W **412051-115 \$45**
Plus Petite (19") 14W-26W **415975-117 \$45**

B. Pincord. 98% cotton/2% spandex.
Regular (24") 4-18 **440877-116 \$45**
Plus (22") 14W-26W **440878-117 \$49**

Back-elastic Bermudas

C. Solid
Regular (10") 4-18 **412043-111 \$35**
Petite (9") 4-18 **412044-117 \$35**
Plus (10") 14W-26W **412045-112 \$39**

D. Pincord. 98% cotton/2% spandex.
Regular (10") 2-18 **440909-119 \$39**
Petite (9") 4-18 **440911-11X \$39**
Plus (10") 14W-26W **440912-115 \$45**



C, D

Back-elastic waist

A, B

Hidden-elastic waist



D
Back, p. 53
Short
412043-111;
Shoes,
42753-116,
Imported,
landsend.com



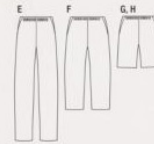
F
Top, p. 58
Scarf
442449-118;
Shoes,
442033-115,
Imported,
landsend.com

Sport Knit

BY LANDS' END

LIKE SWEATS, ONLY BETTER.™

Soft cotton knit in the lengths you need.



Soft, breathable cotton interlock is perfect for the warm days of summer. And there's a Sport Knit length and style just right for every activity. Full-elastic waist. Two side pockets. 100% cotton. Machine wash. Imported.

Fit 3: Sits at the waist.

E. Pants

Reg. (30") XS-XL **094026-115 \$29**
Petite (27½") XS-XL **094027-110 \$29**
Tall (33½") S-XL **307267-110 \$35**
Plus (30") 0X-3X **094028-116 \$35**
Plus Petite (27½") 0X-3X **097471-113 \$35**

F. Solid Capris

Reg. (17") XS-XL **194152-111 \$27**
Petite (15") XS-XL **194153-117 \$27**
Tall (18") S-XL **442304-115 \$35**
Plus (17") 0X-3X **194154-112 \$35**
Plus Petite (15") 0X-3X **285686-117 \$35**

G. Solid Shorts

Reg. (9") XS-XL **019259-111 \$19**
Petite (7½") XS-XL **019260-117 \$19**
Tall (8½") S-XL **442301-119 \$25**
Plus (8") 0X-3X **019265-114 \$25**
Plus Petite (7½") 0X-3X **285688-118 \$25**

H. Print Shorts

Reg. (9") XS-XL **442523-118 \$25**
Petite (7½") XS-XL **442524-111 \$25**
Tall (8½") S-XL **442526-112 \$29**
Plus (8") 0X-3X **442528-112 \$29**
Plus Petite (7½") 0X-3X **442527-118 \$29**



H. WINDMILL MINDSCOTE

E, F, G. WHITE

E, F, G. COBALT BLUE

E, F, G. CLASSIC NAVY

E, F, G. LIGHT PINK/WHITE CORBET

E, F, G. CORAL BLUE

E, F, G. LIGHT STONE

E, F, G. PINK

E. DARK CHOCOLATE

E. DARK CHARCOAL PEPPER

E, F, G. BLACK

Catalogue

PERFORMANCE



READY, *SWEAT*, GO

Kickstart your workout with activewear that works as hard as you do.



With Lands' End performance wear you can get both high-tech clothing and a style you can be proud to wear. The various pieces in our performance line combine moisture wicking technology and UPF protection to keep you cool and comfortable during a hard workout. The shape-flattering design along with fresh colors and prints will inspire you in the gym or on the streets.

Catalogue

READY, SWEAT, GO



A, B

CONTROL

Just a little boost in confidence will take you that extra mile. Our control line smooths and supports comfortably without feeling tight or restrictive.

A. SCOOPNECK CONTROL TANK

The last workout tank you may ever buy! Mesh panels smooth your sides and lumbar without restriction, wicking fabric keeps you cool and dry, and flatlocked seams inside resist chafing. And the perfect length means it won't hike up. Nylon/spandex. Machine wash. Imported. Black.
Reg. XS-XL **439486-114 \$39**

B. CONTROL BOOT-CUT PANTS

Mesh panels at the hips support and smooth just enough. Wicking fabric keeps you cool and dry. Flatlocked seams won't irritate your skin. Fits slimmer through the thigh. 87% nylon/13% spandex. Machine wash. Imported. Black.
Reg. (31") XS-XL **439478-11X \$55**
Plus (31") 0X-3X **439481-116 \$65**



RELAXED

ORIGINAL



LANDS' END®

PERFORMANCE

Take the long way around without a second thought. And look great doing it. Tunics, Tanks and Tees, there's more to see at landsend.com/getactive.

RELAXED BOTTOMS

Wide-leg styles fit straight through the hip. Moisture-wicking fabric stays fresh between washings. 88% polyester/12% spandex. Machine wash. Imported.
C. Relaxed Performance Pants
Reg. (31") XS-XL **439490-115 \$49**
Pette (28") XS-XL **439491-110 \$49**
Tall (34") XS-XL **439492-116 \$55**
Plus (30½") 0X-3X **439493-111 \$55**

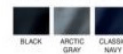


D. Relaxed Performance Capris

Reg. (17") XS-XL **439486-113 \$39**
Pette (15") XS-XL **439487-119 \$39**
Tall (18") XS-XL **439488-114 \$45**
Plus (17") 0X-3X **439489-11X \$45**
E. Relaxed Performance Shorts
Black only.
Reg. (11") XS-XL **439494-117 \$35**
Plus (10") 0X-3X **439497-113 \$39**

ORIGINAL PANTS AND CROPS ARE COMFORTABLE ENOUGH TO LIVE IN

Super-soft, never clingy, lightweight fabric goes where you want it to. "After 8 weeks of hard use, they still look great," says a landsend.com reviewer from Maine. 88% polyester/12% spandex. Machine wash. Imported.



F. Original Performance Pants

Reg. (30½") XS-XL **395107-110 \$49**
Pette (28") XS-XL **395109-111 \$49**
Tall (34") XS-XL **395932-116 \$55**
Plus (30½") 0X-3X **395113-113 \$55**
G. Original Performance Crops
Reg. (24") XS-XL **432951-111 \$45**
Pette (21½") XS-XL **432952-117 \$45**
Tall (25½") XS-XL **446626-117 \$49**
Plus (24") 0X-3X **432954-118 \$49**

Catalogue

REFINED



RAISE THE BAR

Give your outfit a promotion with officewear that will make you feel, and look, sharp.



For that dressy occasion, when you want to step out in elegance, Lands' End refined clothing expresses your style with bold sophistication. Tailored to fit your shape. Made to maintain comfort. Built to last. The refined collection contains no-iron dress shirts and pants to keep you looking great without any hassle.

Catalogue

RAISE THE BAR

“it’s the perfect dress”

I own three colors.
— Denise, Chicago

Women everywhere are singing the praises of our Ponté Sheath Dress. Jennifer, from Chicago, writes, “I never saw myself as a dress person until I tried it.” No matter what size, women feel (and look) amazing. This is one you have to try for yourself.

PONTÉ WELT POCKET SHEATH.
Princess seams sweep from the bodice into flattering and functional welt pockets. Shape-smoothing ponté fabric. (Belt not included.) Above-knee length. 67% rayon/28% nylon/5% spandex. Machine wash. Imported.

- A. Solid**
Regular (38") 2-18 **423032-116 \$69**
Petite (35 1/2") 0-18 **423033-111 \$69**
Tall (41") 6-18 **437804-115 \$79**
Plus (42 1/2") 14W-26W **423034-117 \$79**
- B. Print**
Regular (38") 2-18 **435746-115 \$79**
Petite (35 1/2") 0-18 **435747-110 \$79**
Plus (42 1/2") 14W-26W **435748-116 \$89**



C. LOVELY SOLID SCARF (above right)
24"Wx74"L. Acrylic. Light English Violet.
Hand wash. Imported. **441388-110 \$19**

A
Earrings: 429999-115
Necklace: 630029-112
Bracelet: 430032-118
Bangles: 420038-110.
Imported. landend.com



Work day, date night, special occasion. Just change the accessories and you're ready.

WE ♥ PRINTS
Yes, they slim as well as block. An all-over pattern acts like pretty camouflage.

What's better than a classic dress? A classic dress with perfectly designed pockets.

Bracelet: 441907-113.
Imported. landend.com

Shoes: 440726-114.
Imported. landend.com

Ponté drapes beautifully, has enough body to smooth your shape. Not that you need it.

An A-line skirt is forgiving and flattering. Falls to just above the knee.

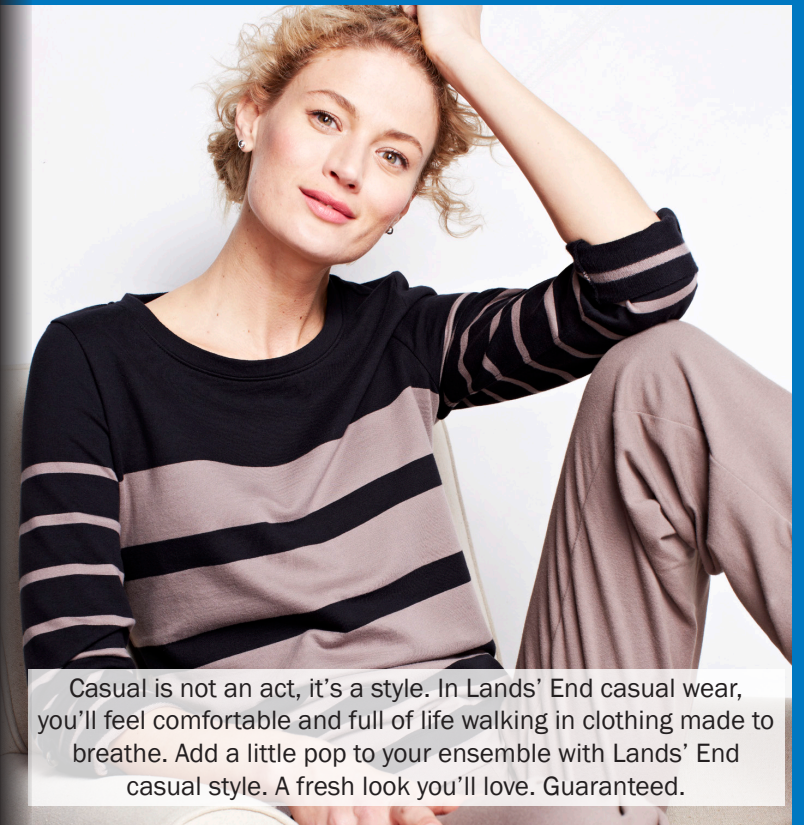
Catalogue

CASUAL



TAKE IT *EASY*

Our casual clothing will keep you comfy
without sacrificing style.



Casual is not an act, it's a style. In Lands' End casual wear, you'll feel comfortable and full of life walking in clothing made to breathe. Add a little pop to your ensemble with Lands' End casual style. A fresh look you'll love. Guaranteed.

Catalogue

TAKE IT EASY



A, C



F, C
Bracelets
2 sets
442130-135
imported,
landsend.com



A
WIST BLUE PRINT
Landscape, Lady Blue
44351-133,
imported,
landsend.com

WEAR THIS: SOFT PANTS AND A SIMPLE, CASUAL TEE
Eloressey beautiful, perfect at the beach or in the city. Everything you need is here: gorgeous soft pants (wear the hem rolled or straight), an airy tee, cotton tank and breezy cardigan. You'll heat it up well into fall.

A. ART TEE IN NEW PATTERNS
All-cotton slub jersey. Ballet neckline. Machine imported. Soft Blush Art Floral (right), Vast Blue Print (left), Khaki Pebble Stripe (pages 2-3).
Regular XS-XL 444448-130 \$29
Petite XS-XL 444449-136 \$29
Plus 0X-3X 444450-131 \$35

B. NEW TEXTURED CARDIGAN
Open front in all-cotton knit. Machine wash, lay flat to dry. Imported.
Regular XS-XL 444503-139 \$69
Petite XS-XL 444504-134 \$69
Plus 1X-3X 444505-13X \$79



NEW! SOFT PANTS
100% Tencel® lyocell in solids or a cool print. Machine wash. Imported.

C. Solid
Regular (31") XS-XL 446996-136 \$69
Petite (28 1/2") XS-XL 446997-131 \$69
Plus (30 1/2") 1X-3X 446998-137 \$79

D. Print
Regular (31") XS-XL 446999-132 \$79
Petite (28 1/2") XS-XL 447000-132 \$79



COTTON TANK IN NEW COLORS
100% cotton. Machine wash. Imported.

E. Solid
Regular XS-XL 430353-131 \$15
Petite XS-XL 430354-137 \$15
Tall S-XL 442314-136 \$19
Plus 0X-3X 430355-132 \$19

F. Print
Regular XS-XL 439793-139 \$19
Petite XS-XL 439794-134 \$19
Tall S-XL 442315-131 \$25
Plus 0X-3X 439795-13X \$25



A, B, C
A. SOFT BLOSSOM ART FLORAL
Sensu, S, S1
Brocade, 442130-135,
imported, landsend.com

THIS JUST IN
SOFT PANTS
ART TEES & TANKS

Add a cardigan and you'll still be in love come fall.

Shop by fit or by size at landsend.com 5

Social Media & PR Strategy

Social Media Strategy:

Although Lands' End does is present on most popular social media platforms, increased interaction with consumers will heighten the impact of Lands' End's social media efforts. Our main social media objective within this campaign is to **increase interaction between Lands' End and consumers in a conversational and engaged manner**. We believe it is essential for consumers to increase their engagement with Lands' End's social media accounts across the board. We will focus on increasing the number of followers and "likes" Lands' End gets on their social media accounts as well as the content they upload to those accounts. Our goal is for consumers to comment on and share photos of outfit ideas that Lands' End posts on Facebook, retweet promotional content from Lands' Ends Twitter account and send pictures of themselves wearing Lands' End clothing to various social media accounts. This will not only give Lands' End the opportunity to interact directly with consumers but it also promotes the brand across various mediums.

We believe this pseudo "word-of-mouth" advertising will make Lands' End salient in viewers' minds and increase positive associations around the Lands' End brand. Additionally, we want to reposition Lands' End as a younger, more "hip" brand in the hopes of obtaining new consumers that align with Lands' End's desired audience. Since Lands' End currently does have an account on most social media platforms, we will focus on expanding their interaction on these platforms rather than creating new accounts on other platforms. We will continue to assert Lands' End's presence on Facebook, Twitter, Instagram, YouTube and Pinterest, but will do so much more aggressively and strategically. In order to achieve these objectives, we will employ several strategies and tactics, all of which will increase Lands' Ends social media presence and in turn increase consumers engagement with the brand across these platforms.



Social Media & PR Strategy

We will focus on creating a conversation with consumers:

- Currently, Lands' End frequently retweets tweets from consumers or other businesses about their products. However, we want to encourage Lands' End to explicitly reply to these consumers. For example, if a consumer tags Lands' End in a tweet, the company Twitter account should reply directly to that consumer, whether they are answering a question, complimenting an outfit or just communicating with the consumer on a personal level. We will encourage Lands' End to post content not directly related with their products or promotions:

- Instead of focusing only on specific clothing items or sales, we want Lands' End to also post content that will appeal to the target consumers but are unrelated to the actual items Lands' End is selling. For example, they could post pictures of employees goofing around in the office or a quote they found to be interesting. This will help show consumers that Lands' End is interested in them as individuals, not just as a source of income. We believe this will foster goodwill around the brand and also encourage consumers to like, comment or retweet this content.

We want to make sure that Lands' End's social media content is composed and worded in a way that is lighthearted, humorous and casual:

- This aligns with Land's Ends focus on "warmth, wit and humanity" and will also contribute to our objective of open and personal conversation between the brand and consumers. We want Lands' End social media accounts to encourage consumers to submit pictures of themselves wearing or using their products:

- This will increase the direct conversation between Lands' End and their consumers and will also serve as free "word-of-mouth" digital advertising. This will also emphasize Lands' End's focus on promoting their items as total outfits, rather than individual pieces. It will show followers various ways to realistically pair Lands' End items together and will encourage individuals to purchase not only basics but also accessories, scarves and full ensembles.



Social Media & PR Strategy

Facebook, Twitter and Instagram posts should generate conversations with the customers. Ask for likes and encourage comments to generate engagement. Also share customers photos when they are rocking their #MyLandsEnd look.

Sample Posts:

- Like this if you wish everyday was #CasualFriday
- How do you #CarpeDenim?
- Mom deserves a back-to-school outfit too.
- Stretch Your Boundaries #ReadySweatGo
- Peace and Fitness in Style #ReadySweatGo
- Fit is not a destination. Love the journey. #ReadySweatGo
- Better sore than sorry! #ReadySweatGo
- Sweat in Style #ReadySweatGo
- Tag a friend who would look good in this outfit (self-tagging is permitted and encouraged).
 - #Raisethebar at your office
 - how are you going to #raisethebar this week?
 - Finally friday! How are you going to #relax this weekend?
 - #relax this fall with Lands' End's new casual wear.
 - Spice up with office with some new clothes from Lands' End's refined line #raisethebar
 - Fall can drag on so why not get a new outfit to change it up!
 - Bring new jeans to your home, for free! Check out (link) for details #carpedenim
 - Denim runs this fall. #carpedenim
 - How are you wearing denim this fall? #carpedenim
 - Make this fall yours with a few new pieces from Lands' End.



Social Media & PR Strategy

Sharing coupons via social media is not encouraged to do on a regular basis -- but once in awhile you should treat your fans who are engaging with you with special promotions.

FRIENDS

don't let

FRIENDS

skip out on

STYLE



**GO AHEAD,
GO CRAZY**

REFER A FRIEND and get 10% OFF



**FREE SHIPPING
ON ORDERS OF
\$50 OR MORE**



Carpe Denim Campaign

Carpe Denim Campaign

Overview:

This promotional event will run for six weeks during fall 2014 to promote Lands' End's enhanced jean collection. Social Media will be used to promote the campaign, while enhancing engagement with current and new customers both on social media and through the Lands' End website.

Customers will be able to try jeans from Lands' End with no cost to them by bringing the store to their home. The customer will be able to order up to four pairs of jeans without being charged for them or the cost of shipping. If the jeans are not postmarked to be returned to Lands' End within seven business days the customer will be charged for the jeans. After the seven day time period customers will be charged for the jeans that are not returned.

Rules & Guidelines

Up to four pairs of jeans may be ordered at time for this promotion

The promo code, carpedenim, must be used to get this offer

Shipping, both ways, is included

A separate box for this promotion is to be used for easy return

The guidelines of the promotion will be outlined in the box with the jeans

It only applies to women's and men's jeans

Dress pants are not included

After the 7 days the customers credit card will be charged for the jeans that are not returned

Goals:

Increase jean sales

Increase Lands' End's top of mindness in the denim sector

Attract new customers

Highlight Lands' End unique customer service




Carpe Denim Campaign

Allowing customers with the chance to try on Lands' End jeans without having to make the commitment to purchase the jean will allow for women and men, both new and returning customers, the chance to find their perfect fit. Once the customer finds their perfect fit they will likely return for jeans in the future of that same style.

This promotion allows customers to find their style and sizing at no risk to them and finds a way to decrease the hassle of ordering from an online retailer they may not be familiar with.

The Carpe Denim Campaign will be promoted via social media, the newsletter, website and Lands' End Blog.


Sample of a Facebook Cover Photo during the promotion:



CARPE DENIM
Your Denim, Your Day

Finding your new favorite pair of jeans may sound intimidating. This fall, Lands' End is making it simple. For a limited time order up to four pairs of our signature denim to try on at your home free of charge. Keep your favorites to purchase and send the rest back. *It's that easy.*

Use promo code CarpeDenim - valid until 10/30/14

LANDS' END 



Carpe Denim Storyboard

Carpe Denim

Comber Group: 06/19/14

Scene 1: Eastablishing shot



Man and his son playing catch

Insert speaker name here:
None, soft up-beat music
playing throughout

Scene 2: Closeup of man's jeans



zoom in on man

Insert speaker name here:
None, soft up-beat music
playing throughout

Scene 3: Cut to Lands' End logo on jeans



Insert speaker name here:
None, soft up-beat music
playing throughout

Scene 4: Establishing shot of the apple orchard



Insert speaker name here:
None, soft up-beat music
playing throughout

Same man and son with wife (women) added. Shown picking apples and laughing with one another.



Carpe Denim Storyboard

Carpe Denim

Comber Group: 06/19/14

Scene 5: Close up of womens jeans



Insert speaker name here:
None, soft up-beat music playing throughout

Women is still enjoying herself at the apple orchard

Scene 6: Cut to Lands' End logo on jeans



Insert speaker name here:
None, soft up-beat music playing throughout

Scene 7: Establishing shot of a dinner party at the couple's house



Insert speaker name here:
None, soft up-beat music playing throughout

Guests are shown enjoying themselves and mingling among one another

Scene 8: Close up of three women in differnt styles of Lands' End jeans



Insert speaker name here:
None, soft up-beat music playing throughout

Close up of three women talking all in Lands' End jeans



Carpe Denim Storyboard

Carpe Denim

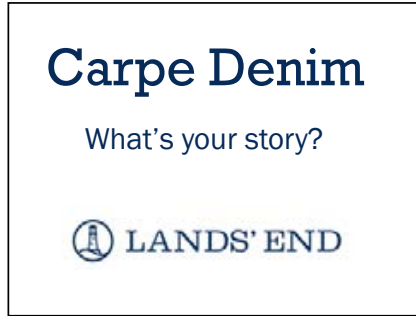
Comber Group: 06/19/14

Scene 9: Cut to close up with women's jeans



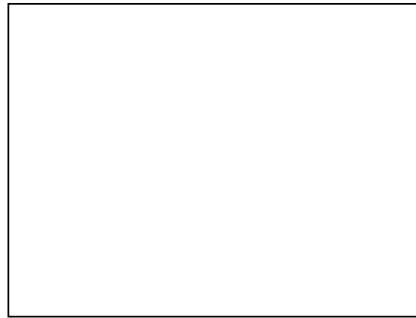
Insert speaker name here:
None, soft up-beat music
playing throughout

Scene 10: Cut to white screen



Insert speaker name here:
None, soft up-beat music
playing throughout

Cuts to this screen to conclude the comercial



Bloggers & LE Blog

Fashion Bloggers

Reaching out to bloggers and providing them with product samples is a great way to generate an organic buzz about your product. The Comer group believes anyone who tries Lands' End products will be satisfied because of the great quality. Reaching out to bloggers -- fashion opinion leaders -- would be a simple way to get new customers to try Lands' End.

Aint no mom jeans – Shana Draugelis and Molly Dynan

- A blog for busy moms looking for fashion advise
- aintnomomjeans@gmail.com

Knocked up Fabulous

- Gives fashion advise for all moms and kids too
- Aprilgia@sbcglobal.net

Ava Grace's Closet

- Talks about life as a mom of three, fashion, beauty and fitness tips
- avagracescloset@gmail.com

Eat. Sleep. Denim.

- Reviews denim and has denim trends
- eatsleepdenim@gmail.com

Lands' End Blog:

The Lands' End Blog "View from the Lighthouse" is a powerful tool to showcase Lands' End's products and current campaigns. The Comer group does not wish to change any of the current blog practices. Rather, in order to build upon it and align the blog with the Four Pillars Takeover Campaign and emphasis on denim for Fall 2014, we wrote some sample posts.

Posts include:

Lands' End Four Pillars: We got it all.

6 Fall Activities to Keep you Active

7 Ways to Wear Denim

Refined: 5 Ways To Add Style To Your Thanksgiving Table Set



VIEW FROM THE LIGHTHOUSE
The Lands' End Blog



Blog Posts

6 Fantastic Fall Activities to Keep You Active

After a long, vigorous summer full of exercise and activity, Autumn can act as a tempting slip into lethargy. The days are shorter, the nights are colder, the food is notably less healthy. We are tempted to spend more time inside, less time being active. This doesn't have to happen to you! Fall also offers an outstanding opportunity to enjoy nature and all the positive benefits of exercise that come with the changing seasons. Here are 6 ideas to keep you in shape before a long winter of hibernation:

1. Long Walks in the Park

When the leaves are changing color, and the air is getting cooler, it is officially the perfect time to take a long walk through the park. Bring a friend, a pet, or maybe just an iPod and your thoughts. Walking is a low-impact, highly rewarding workout that also helps you de-stress (which we could all use as the holidays approach.)

Wear this: (example outfit)

2. Bicycling

Not much is more rewarding than an autumn bicycle ride through streets, hills, or trails. The same benefits of the transforming leaves and cooler weather apply here, but you have the added benefit of getting an incredible calf and quad workout. Also, bicycle riding is low-impact, so your joints will stay healthy.

Wear this: (example outfit)

3. Rollerblading

Rollerblading is a phenomenal way to build balance. It's a low impact exercise (saving your knees for all the other activities.) It is a great cardio workout, and it also builds leg muscle and core stability. Most importantly, rollerblading is fun. It's really hard to frown while rollerblading. Another benefit: you can get a decent pair of rollerblades for fairly cheap.

Wear this: (example outfit)

4. Hiking

Hiking is one of the most underrated and most rewarding forms of warm weather activity. It gives your body an incredible muscular and cardiovascular workout while being low impact, and it gives your mind a rest. Please, don't bring your phone. Placate your mind with the solitude of nature, and explore the what's amazing about nature and our earth. Perk: hiking is free.

Wear this: (example outfit)



Blog Posts

5. Kayaking/Canoeing

Kayaking is all about core stability and back strength (lower, middle, upper, everything). The training it gives your muscle is great, but don't overlook how fun and relaxing it is. Bring a few friends out on the river or lake, rent a kayak (there are always specials and places that rent for cheap prices), and give your mind and body a dream workout. Kayaking and Canoeing may be best done in the early autumn (wouldn't want the water to be too cold!)

Wear this: (example outfit)

6. Frisbee Golf

Frisbee golf is really fun. And it's super relaxing. It's a newer sport, and it's still slightly underground, but there are myriads of beautiful courses throughout America. With the gorgeous, wooded courses throughout the country, you could even think of Frisbee Golf as a more technically challenging version of hiking. Subtle tweaks in your technique lead to huge differences in outcome. Focus on the subtleties, and you'll be on the road to mastery in this sport.

Wear this: (example outfit)



Blog Posts

Seven ways to wear denim

Denim is a year round staple. Here are a few ways to change up the way you wear denim this season:

1. **Cuff the bottom** – roll it up. Not huge cuffs but loose quarter inch rolls at the bottom gives jeans a casual look. Perfect with sandals for the warm fall nights .



2. **Add a jacket** – Jean jackets are back and are the perfect accessory for a cool summer night. Wear them over a sun or maxi dress or pair it with a printed pant. Either way the jean jacket is perfect to keep you warm and add a little denim to your outfit.



3. **Printed** – Jeans are coming in all shapes, sizes and now prints. Having a pair of polka dotted or pinstripe jeans in your closet gives your outfit a little lift without being too over the top. Pair these jeans with your favorite t-shirt for a more casual look or a solid button down for a more formal look.



Blog Posts

4. **All denim** – Jean on jean, the Canadian tuxedo, if done right this look is a fun fresh way to wear denim. Start with your favorite pair of dark wash jeans on the bottom then pair it with a light jean shirt. This look is fun for a casual Saturday night out, giving your jeans a new look. You can also layer the jean on jean by adding a fitted blazer over the top for a more formal look.



5. **Dress them up** – Take a pair of skinny jeans to the next level by pairing them with a pair of heels, a button down and a fitted blazer for a clean polished look. Perfect for a day at the office or drinks with friends after.



6. **Dress them down** – take the same pair of jeans you dressed up. Lace up a pair of sneakers and wear a fleece, zip up or sweatshirt for a casual weekend look. Still polished but perfect for running errands on the weekend or hanging out on those cool fall days.



7. **Your way.** What is your go-to way to wear your favorite pair of jeans? Share with us on social media using the hashtag #CarpeDenim.



Blog Posts

Refined: 5 Ways To Add Style To Your Thanksgiving Table Set

With Thanksgiving around the corner, there is a lot to do in preparation for the arrival of your guests. Creating a Thanksgiving table set that will wow your party is a great way to enjoy your time preparing for, and during, the big meal.

Here at Lands' End, we consulted our in house style guides to provide our five recommendations for adding a refined style to your Thanksgiving table set.

- I. Use nature to bring your table to life. Real vegetables (gourds, pumpkins, squash, etc) give the table a vibrant tone.
- II. Create a centerpiece using seasonal fruits, leaves, and colors giving the table a rustic appeal.
- III. Place a personalized name card at each seat as a memento of the evening. Each card includes a schedule, menu, and the individual's silhouette.
- IV. Ask each guest in advance what his or her favorite wine is; have a glass of the respective wine already poured in a glass at the individual's seat at the table.
- V. Alternate high and low with your tabletop accessories to create balance and beauty at your table.

Check back regularly with our Lighthouse blog for more style recommendations as the holiday season approaches.



