



**HERMÈS**  
PARIS

**Created By:**  
**Erin Prince**

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# Erin Prince

**I enjoy collaborating with others to help achieve their goals for their social media platforms and creating a campaign based on those goals. I am passionate about the field of content creation and public relations.**

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# Case Study and Audit

# Major Products

**Leather Goods & Saddlery**  
**Ready-to-wear Accessories**  
**Silk and Textiles**  
**Perfumes and Beauty**  
**Watches**  
**Jewelry**

# Hermès Values

Hermès' values are craftsmanship, respect for nature, respect for human rights, entrepreneurial spirit, customer satisfaction and work ethics. The company's brand strategy is based on three pillars; creation, craftsmanship and an exclusive distribution network.



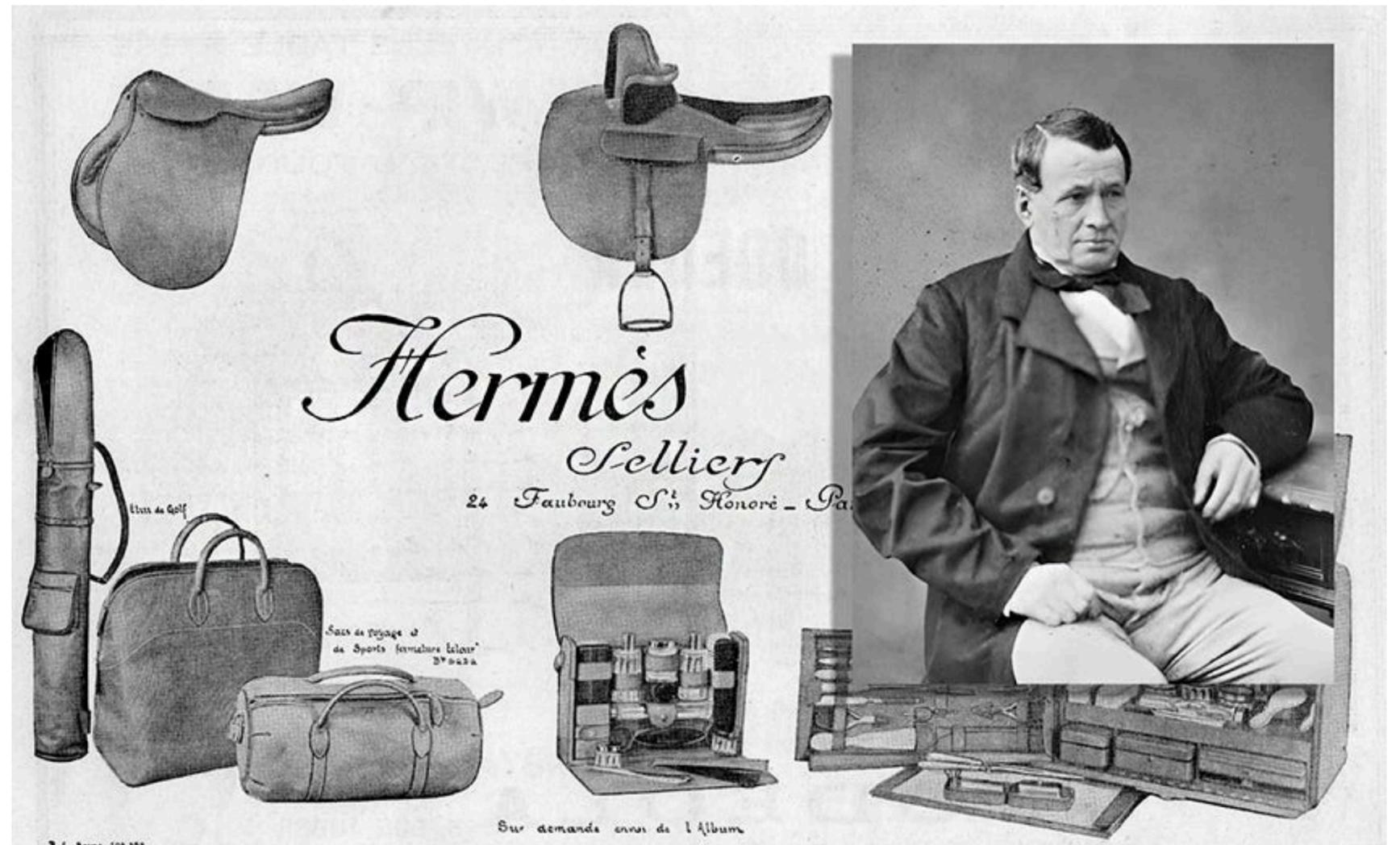
# Hermès Mission

Hermès' mission is to create unique and original objects to elegantly satisfy the needs and desires of its customers.



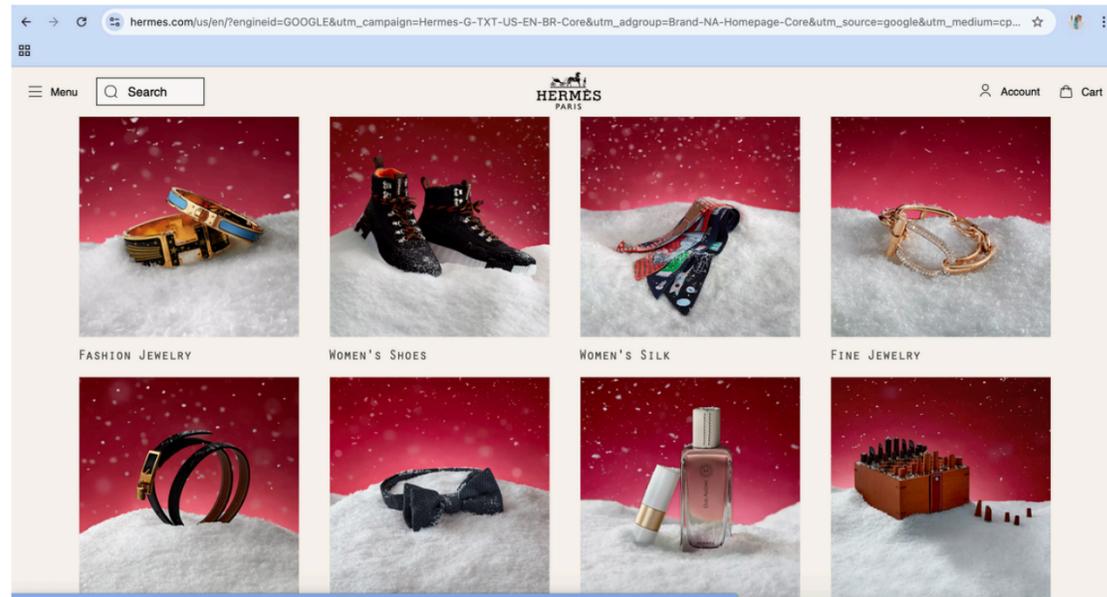
# Hermès' founder, Thierry Hermès

The company was originally founded to provide saddles, bridles and other leather riding gear



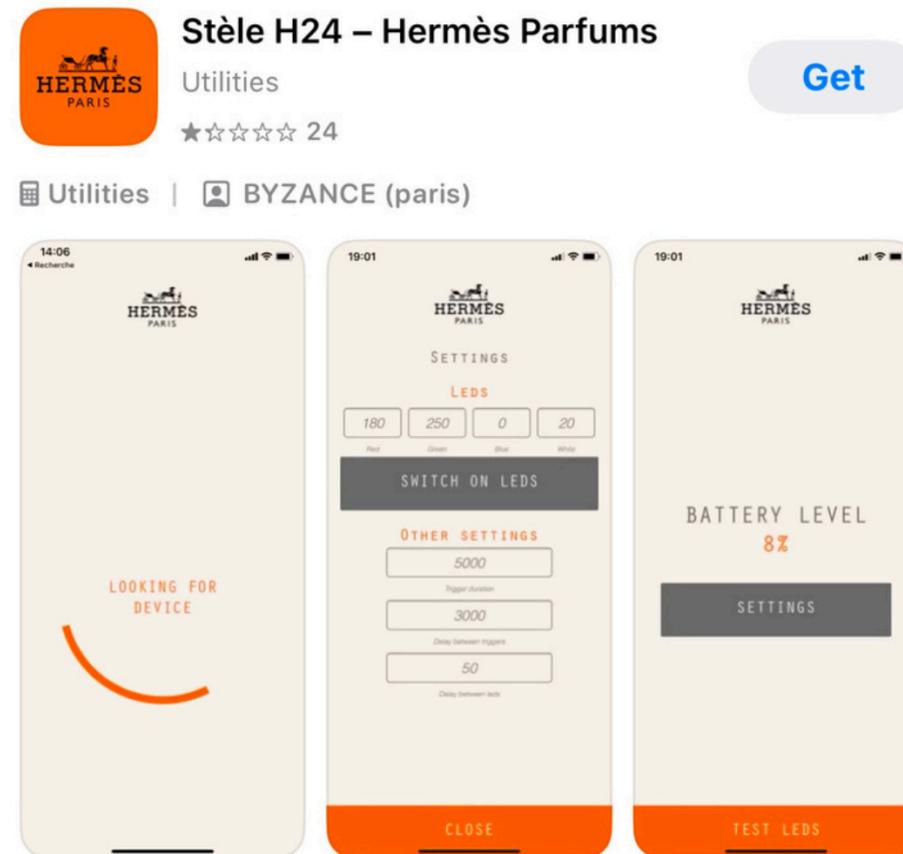
# Website

<https://www.hermes.com/us/en/>



# App Store

Hermès app on iOS only



# Social Media

Instagram: @hermes

14.4 M Followers & 0.07% engagement

Facebook: @hermes

3.6 M Followers & 0.26% engagement

X: @Hermes\_Paris

157.6 K Followers & 0.03% engagement



# Competitive Analysis

# Competitors



Chanel  
Dior



Louis Vuitton



Prada





- 310 retail stores world wide
- Founded in 1910 in Paris, France
- Well known for accessories and handbags
- Especially known for clothing pieces which differentiates them from other high end designer brands

# DIOR

- Over 200 retail stores world wide
- Located in more than 70 countries
- Founded in 1946 in Paris, France
- Well known for cosmetics, accessories and handbags



LOUIS VUITTON

- 457 retail stores world wide
- In 63 countries
- Founded in 1854 in Paris, France
- Known for handbags especially
- Extremely popular luxury brand worldwide



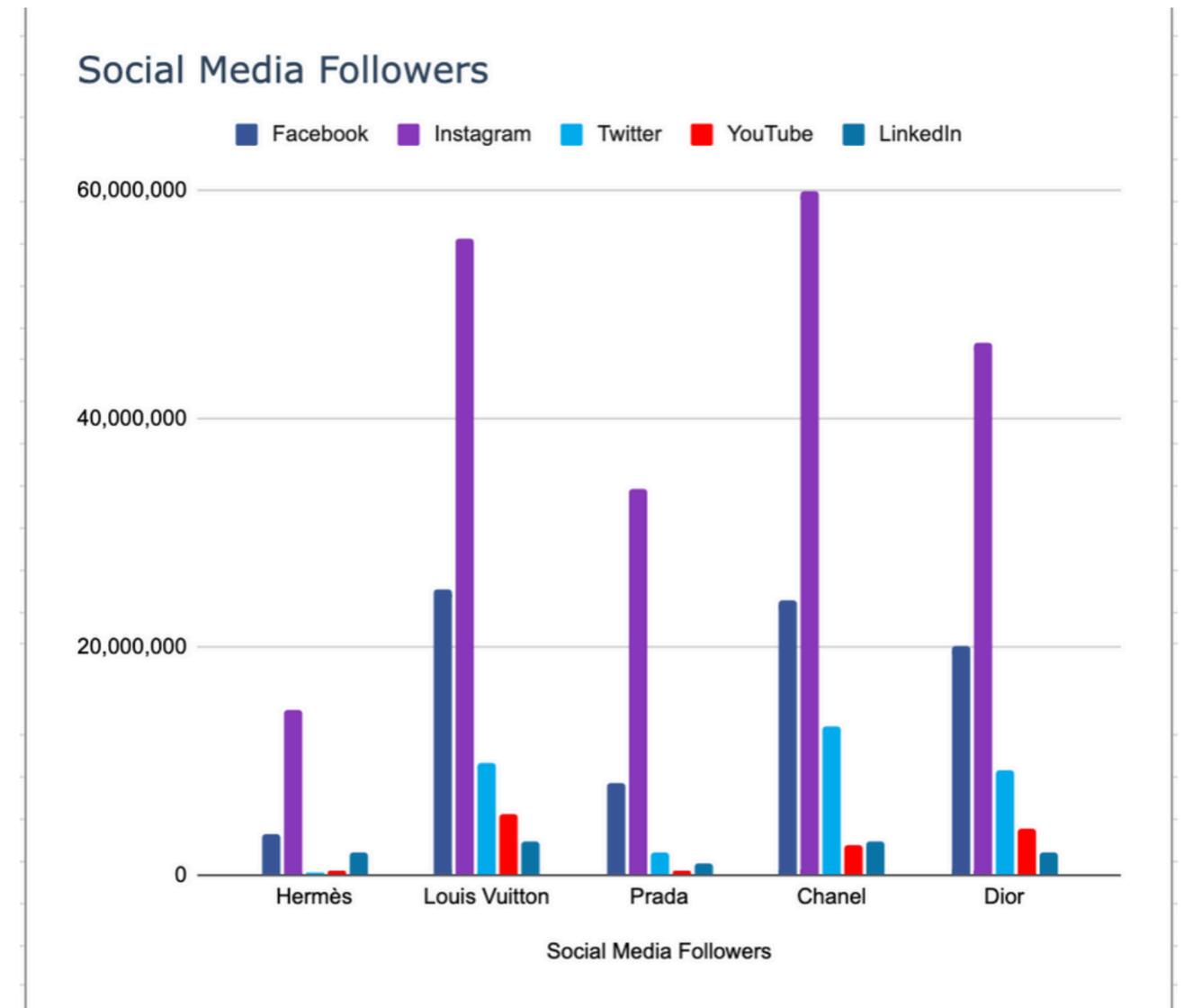
- 606 retail stores world wide
- 25 Franchise locations
- Prada flagship brand as well as Prada Group umbrella like Miu Miu and Church's
- Founded in 1913 in Milan, Italy
- Known for handbags, shoes and accessories



- 300 retail stores world wide
- Founded in 1837 in Paris, France
- High end leather, silk and jewelry products
- Diverse range of portfolio pieces for the overall high end designer market

# Content Marketing Analysis

A	B	C	D	E	F	G
<b>Content Marketing Competitive Analysis</b>						
<b>Social Media Followers</b>	<b>Facebook</b>	<b>Instagram</b>	<b>Twitter</b>	<b>YouTube</b>	<b>LinkedIn</b>	<b>Total Following</b>
Hermès	3,600,000	14,400,000	157,600	385,000	2,000,000	20,542,600
Louis Vuitton	25,000,000	55,700,000	9,800,000	5,390,000	3,000,000	98,890,000
Prada	8,000,000	33,800,000	1,900,000	358,000	1,000,000	45,058,000
Chanel	24,000,000	60,000,000	13,100,000	2,630,000	3,000,000	102,730,000
Dior	20,000,000	46,600,000	9,200,000	4,100,000	2,000,000	81,900,000
<b>Content Strategy</b>	<b>Blog?</b>	<b>E-mail Newsletter?</b>	<b>Text Opt-in?</b>	<b>Mobile App?</b>		
Hermès	no	yes	no	yes		
Louis Vuitton	no	yes	yes	yes		
Prada	no	yes	yes	yes		
Chanel	no	yes	no	yes		
Dior	no	yes	yes	yes		
<b>Website Strategy</b>	<b>SEMRush Domain Authority Score</b>	<b>SimilarWeb Country of Business Rank</b>	<b>SimilarWeb Category Rank</b>	<b>SimilarWeb Total Website Visits</b>		
Hermès	75	5,461	145	9,117,000		
Louis Vuitton	84	N/A	N/A	5,250,000		
Prada	73	220	7,922	5,751,000		
Chanel	79	4,343	125	9,611,000		
Dior	85	3,453	95	12,960,000		



# SWOT Analysis

## Strengths

- Strong craftsmanship and quality
- Financially stable and large geographic presence which helps aid in the popularity of their products
- Large product portfolio which helps diversify the market

## Opportunities

- Benefit from digital expansion as they tend to fall behind on social media platforms in comparison to their competitors
- Create a TikTok account
- Can benefit from expanding their product line for things like furniture and lifestyle products

## Weaknesses

- Price-point of products is very high
- Limited market expansion due to the competitive market they are in
- Struggle with leather goods because of the push for vegan goods

## Threats

- Counterfeiting, Knock-offs and dupes
- Intense competition in this space
- Changing consumer preferences as younger generations may not align with Hermès traditional values



# Target Analysis

# Gen Z

- Born between the years of 1997–2012
- Ages 12–27
- Most tech savvy generation
- 50% of Gen Z is made up of ethnic minorities
- Advocates for diversity, equity, and inclusion
- Constantly keeping up with content creators and prefer short-form videos to long-form
- 62% of Gen Z Shoppers prefer to buy from sustainable brands
- 73% are willing to pay more for sustainable products



# Gen Z Messaging that Resonates

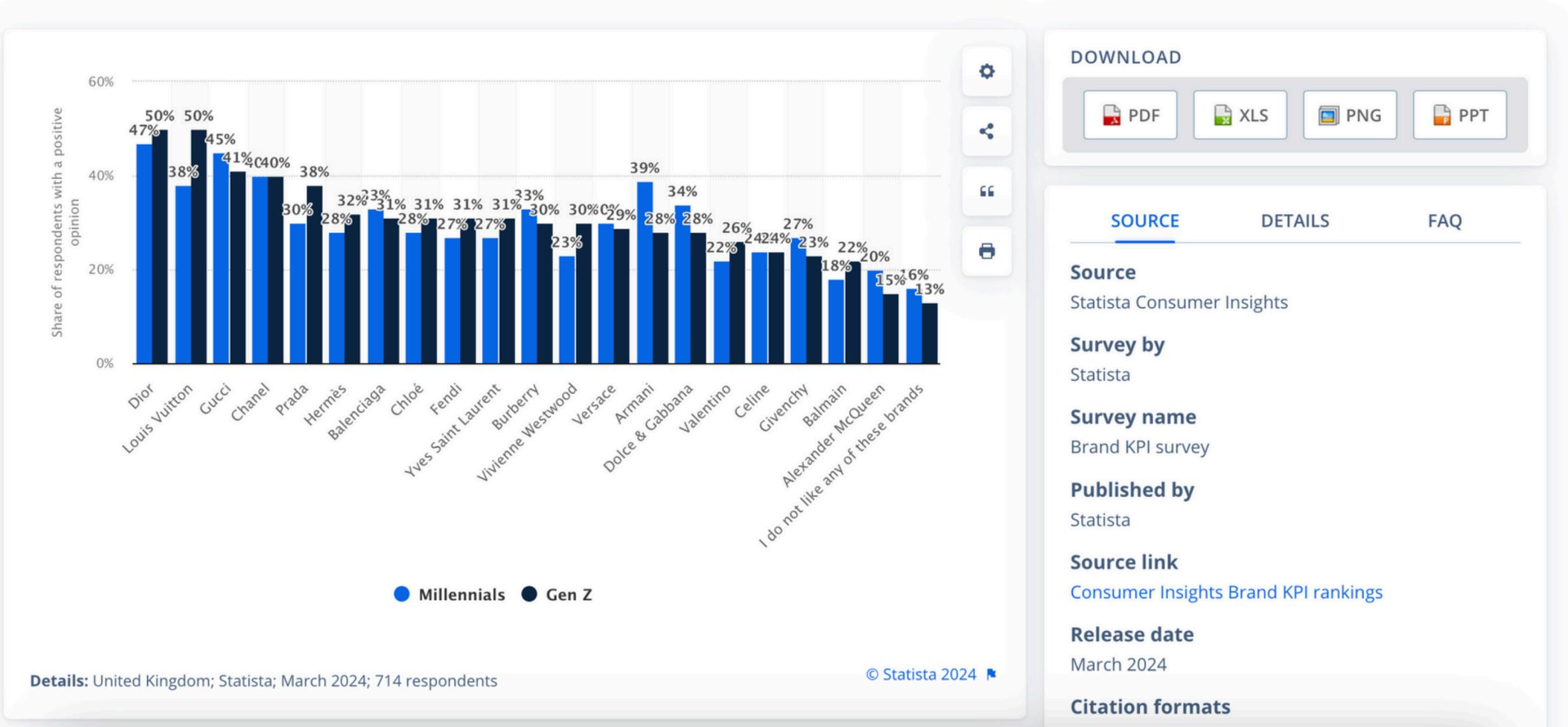
- Genuine messaging that shows action
- Social engagement and authenticity in social media marketing is important to Gen Z
- Influencers providing trust to the viewers
- Prefer funny, light hearted content
- Hooks from brands tend to grab Gen Z's attention



# Gen Z

Retail & Trade > Fashion & Accessories

## Most popular luxury brands among millennials and Gen Z in the United Kingdom (UK) in 2024



32% of English Gen Z's prefer Hermès'

DOWNLOAD

- PDF
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- PPT

SOURCE DETAILS FAQ

**Source**  
Statista Consumer Insights

**Survey by**  
Statista

**Survey name**  
Brand KPI survey

**Published by**  
Statista

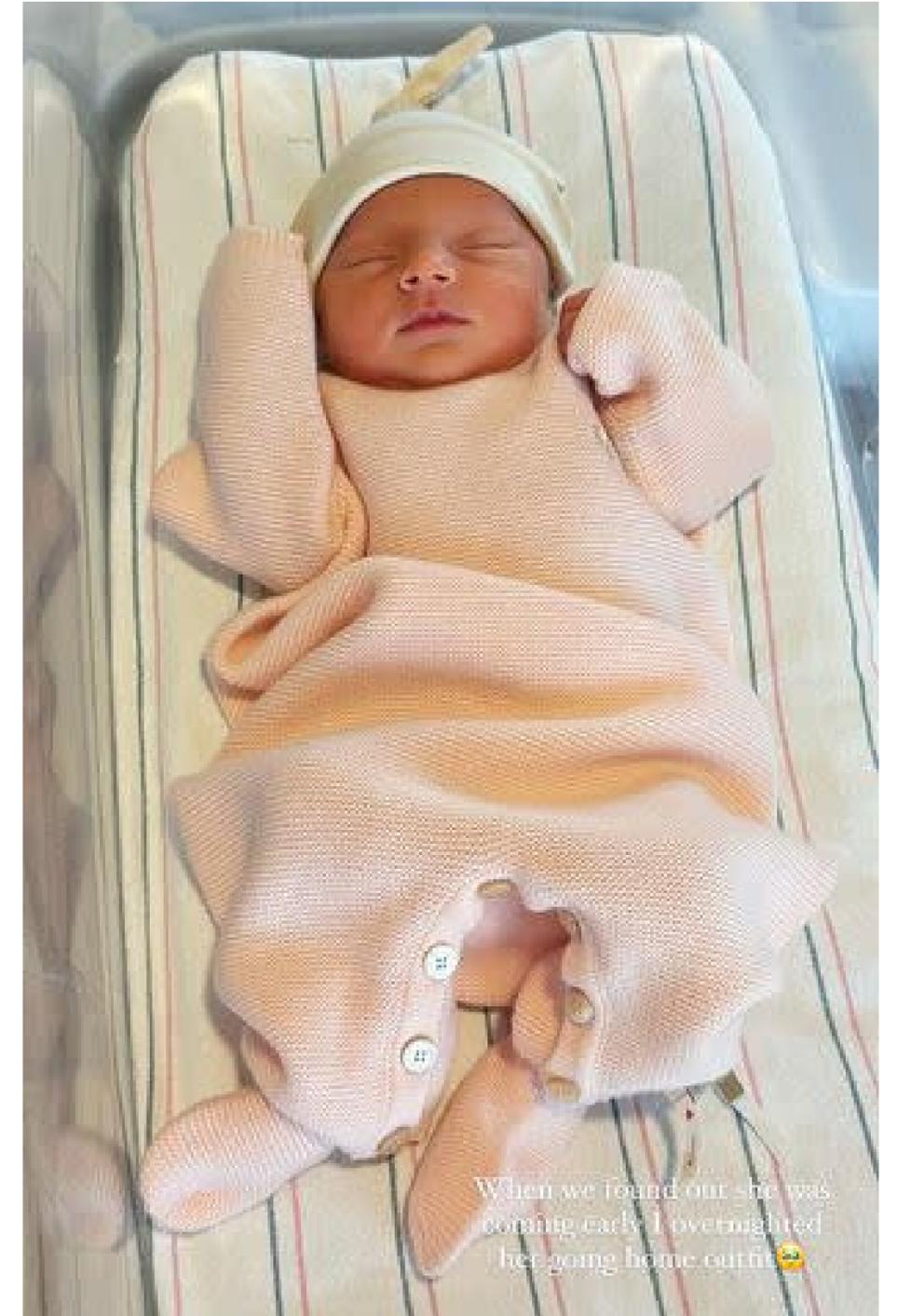
**Source link**  
[Consumer Insights Brand KPI rankings](#)

**Release date**  
March 2024

**Citation formats**

# Gen Alpha

Hermès customers are obviously not in the Gen Alpha age range because they were born in the years of 2013-2025 so they aren't really able to afford their products. However, the only Gen Alpha member I know that is actually has Hermès products at their disposal is Paloma Campbell Puckett, daughter of Pookie and Jett. Pookie was also gifted an Hermès Kelly Bag as a push present.





Organic and  
Paid  
Messaging

# Hermès Campaign

## Campaign

Live in Vibrancy with Hermès

#livevibrant & #liveinvibrancywithHermès

## Description

Hermès customers are encouraged to show off how they live vibrant using Hermès products or owning an Hermès product. It shows that even in the most beautiful places around the world Hermès products bring them to life through color. This campaign is set to feature different Hermès products in color placed around famous places that are in black and white like the streets of London, The Empire State Building, The Eiffel Tower, etc.

# SMART Objectives

## Specific

- Launch the “Live in Vibrancy with Hermès” campaign across Instagram, Facebook, and TikTok to highlight Hermès products by contrasting their vibrant colors against black-and-white iconic global landmarks.
- Aim to emphasize the brand’s artistry, craftsmanship, and understated luxury, particularly addressing the wait times for Birkin bags by reinforcing the exclusivity and quality of the brand.

# SMART Objectives

## Measurable

- Achieve a 10% increase in engagement (likes, shares, comments) across Hermès' social media platforms within the first 3 months of the campaign.
- Gain 25,000 new Instagram followers and 10,000 TikTok followers within 6 months.
- Achieve at least 100,000 views on TikTok for behind-the-scenes content during the campaign's duration.

# SMART Objectives

## Achievable

- Develop and post 3-4 high-quality, vibrant images per week on Instagram and Facebook, featuring Hermès products in color against black-and-white global locations.
- Post 2-3 TikTok videos per week showcasing behind-the-scenes footage of photo shoots, product design, and the craftsmanship of Hermès, aiming to build awareness through shareable and authentic content.

# SMART Objectives

## Relevant

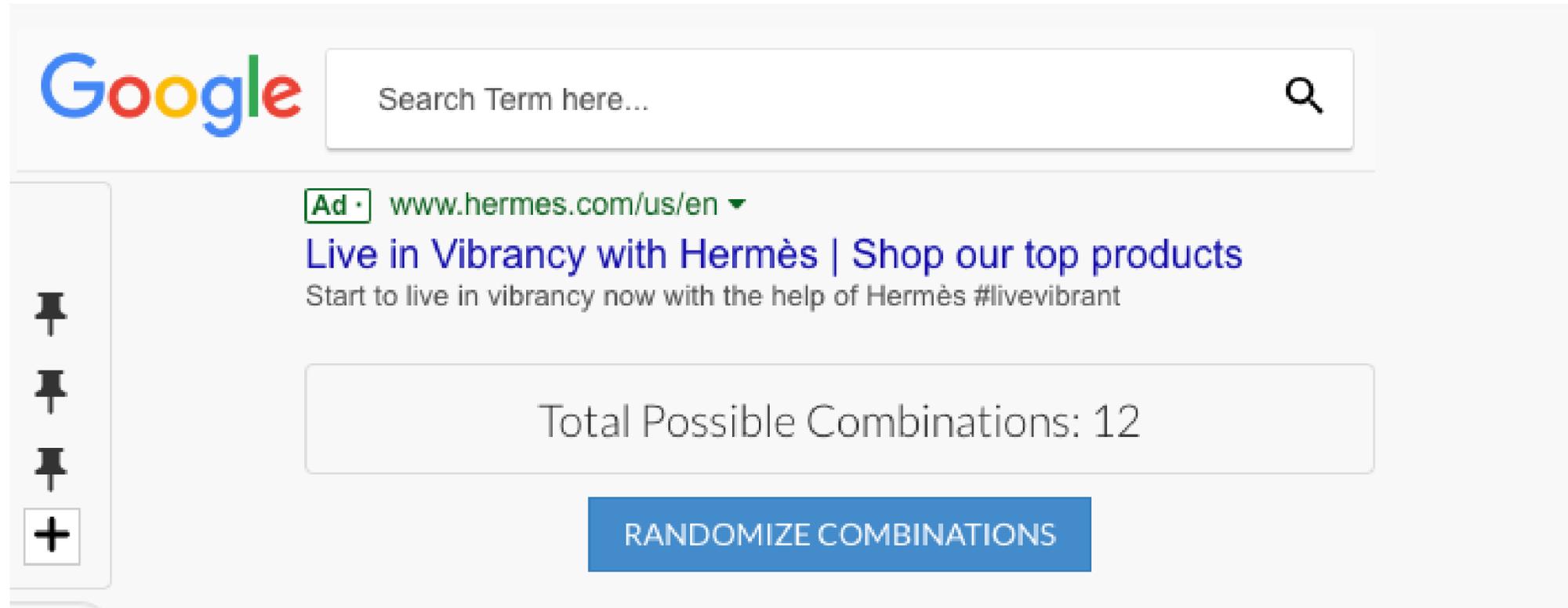
- This campaign will support Hermès' broader marketing strategy of positioning the brand as a leader in luxury fashion by showcasing its products' high quality, artistry, and timeless elegance.
- The focus on understated luxury and craftsmanship aligns with Hermès' core values, differentiating the brand from competitors who rely on flashy and overtly promotional campaigns.

# SMART Objectives

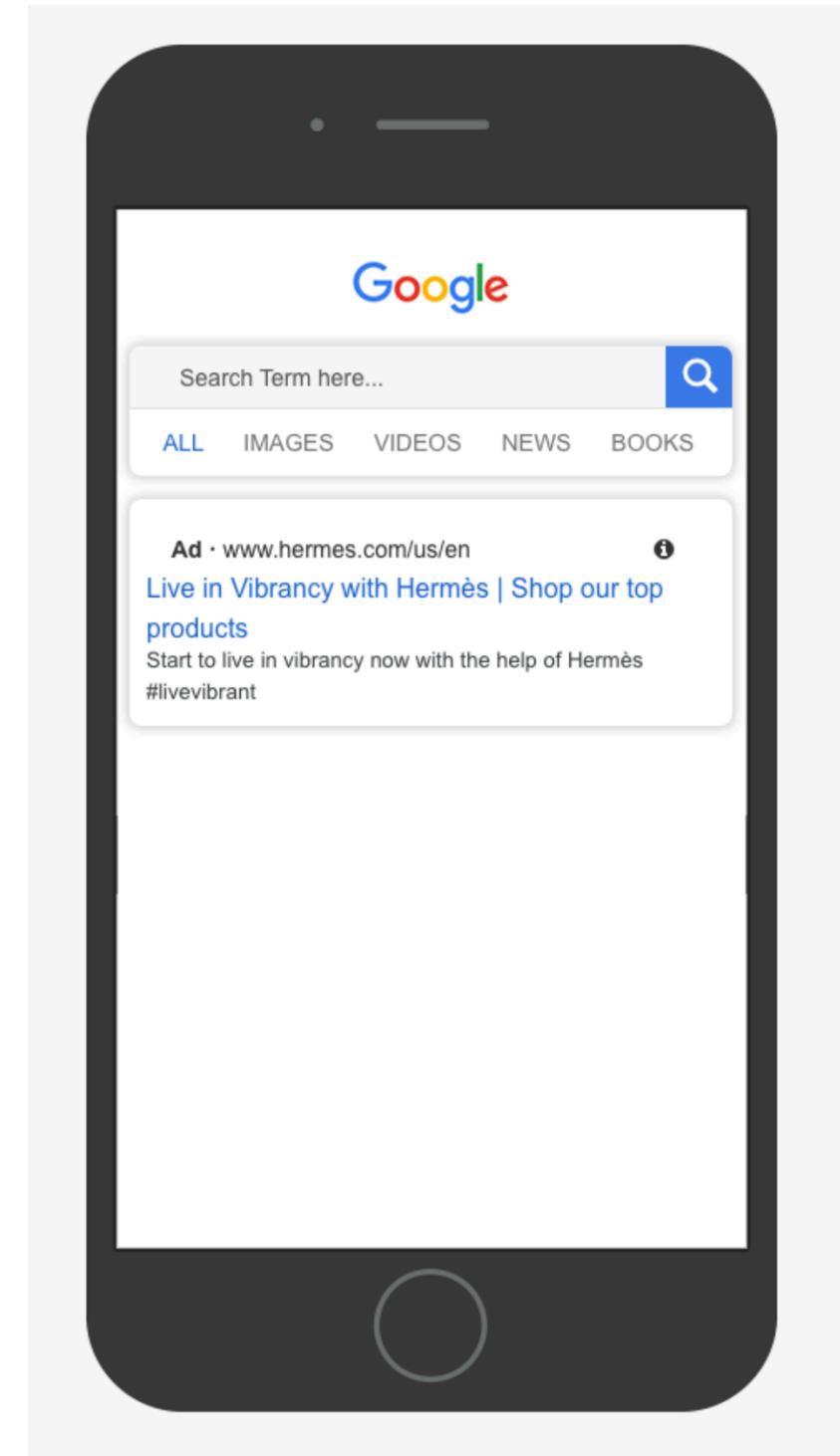
## Time-Bound

- Launch the campaign within 2 months, with the first wave of content to be posted on social media by October 2025.
- Measure the campaign's success and impact after 6 months by analyzing social media metrics, brand awareness surveys, and user-generated content on platforms like Instagram and TikTok.
- Run through the 4th quarter (October 1 2025 - January 1 2026).

# Paid Messaging: Google



The screenshot shows a desktop view of a Google search results page. At the top left is the Google logo. To its right is a search bar with the placeholder text "Search Term here..." and a magnifying glass icon. Below the search bar, there is a green "Ad" label followed by the URL "www.hermes.com/us/en". The main headline of the ad is "Live in Vibrancy with Hermès | Shop our top products" in blue text, with a sub-headline "Start to live in vibrancy now with the help of Hermès #livevibrant" in grey. Below the ad text is a large white box containing the text "Total Possible Combinations: 12". At the bottom of this box is a blue button with the text "RANDOMIZE COMBINATIONS". On the left side of the page, there is a vertical sidebar with four icons: three pushpin icons and a plus sign icon.



The screenshot shows a mobile view of a Google search results page. At the top is the Google logo. Below it is a search bar with the placeholder text "Search Term here..." and a magnifying glass icon. Underneath the search bar are navigation tabs for "ALL", "IMAGES", "VIDEOS", "NEWS", and "BOOKS". Below these tabs is a paid advertisement for Hermès. The ad includes a green "Ad" label, the URL "www.hermes.com/us/en", and the headline "Live in Vibrancy with Hermès | Shop our top products" in blue. The sub-headline "Start to live in vibrancy now with the help of Hermès #livevibrant" is in grey. The ad is displayed within a white rounded rectangle on a dark background, which is the mobile search interface.

# Paid Messaging: Instagram



**Hermès**  
Sponsored

**HERMÈS**  
PARIS

Shop Now

89 views

Hermès #livevibrant with any of our Hermès products! Shop now #liveinvibrancywithHermès  
View all 14 comments

The image shows a sponsored Instagram post from Hermès. At the top left is the Hermès logo and the text 'Hermès Sponsored'. The main image is a photograph of a blue Hermès Birkin bag sitting on a black wrought-iron balcony railing. In the background, the Eiffel Tower is visible against a light sky. At the bottom left of the image is the 'HERMÈS PARIS' logo. Below the image is a 'Shop Now' button with a right-pointing arrow. Underneath the button are icons for heart, comment, and share, and a bookmark icon. The text below the icons reads '89 views', 'Hermès #livevibrant with any of our Hermès products! Shop now #liveinvibrancywithHermès', and 'View all 14 comments'.

# Paid Messaging: Facebook

 **Hermès**  
Sponsored · 

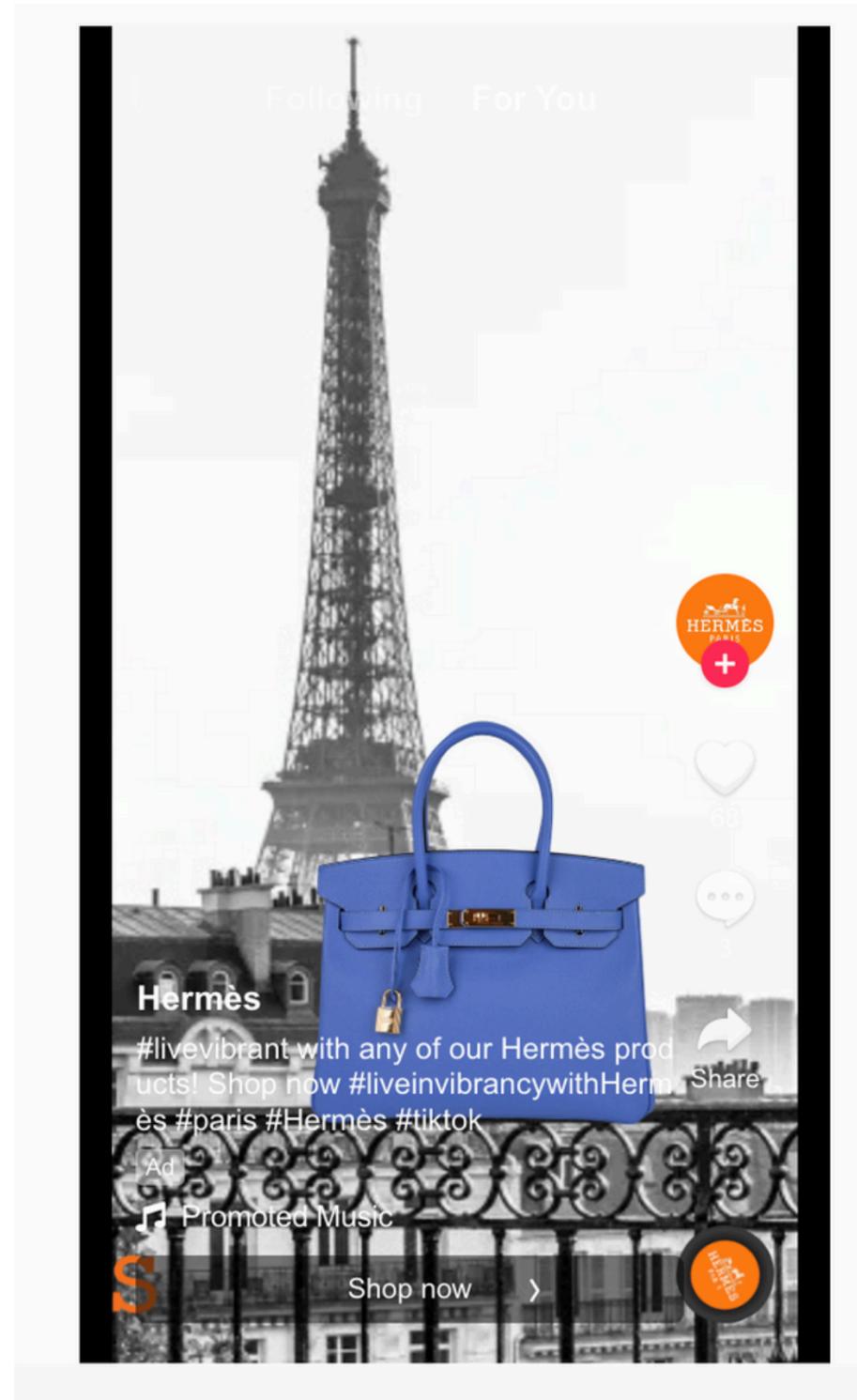
#livevibrant with any of our Hermès products! Shop now and don't forget #liveinvibrancywithHermès



[HTTPS://WWW.HERMES.COM/US/EN/](https://www.hermes.com/us/en/)  
**Shop Now with Hermès** Shop now  
Find your own Hermès product to live vibrant ...

 Like     Comment     Share

# Paid Messaging: TikTok



# Paid Messaging: Campaign

## Digital Display Ad



HERMÈS  
PARIS

HERMÈS  
PARIS

Hermès  
#livevibrant with any of our Hermès  
products! Shop now  
#liveinvibrancywithHermès

Close Shop Now

# Organic Messaging: Email



**HERMÈS**  
**PARIS**  
**Live in Vibrancy with Hermès!**



Hermès wants your life to stay vibrant with our wide range of products there is bound to be something for you or a loved one! Make sure to keep up with everything we post via our Instagram @hermes and on our NEW TikTok account @hermes\_ and follow the hashtag #livevibrant to stay informed on all things Hermès.

Hello Hermès Customers,

At Hermès we believe that our products themselves create a sense of vibrancy that can not be replicated, why fade into the ordinary when you can live in the extraordinary with a signature Hermès product.

We are excited to introduce our "Live in the vibrancy with Hermès" campaign.

In this campaign our products like those shown above will be featured in iconic locations around the world to show that owning an Hermès product makes your life more vibrant!

We invite you to follow along with us on our social media platforms this campaign as we travel across the world!!

We hope you continue to love our products as much as we love making them. Happy shopping and don't forget to #livevibrant!

Notre Amour,

Hermès

Hermès wants your life to stay vibrant with our wide range of products there is bound to be something for you or a loved one! Make sure to keep up with everything we post via our Instagram @hermes and on our NEW TikTok account @hermes\_ and follow the hashtag #livevibrant to stay informed on all things Hermès.

Hello Hermès Customers,

At Hermès we believe that our products themselves create a sense of vibrancy that can not be replicated, why fade into the ordinary when you can live in the extraordinary with a signature Hermès product.

We are excited to introduce our "Live in the vibrancy with Hermès" campaign.

In this campaign our products like those shown above will be featured in iconic locations around the world to show that owning an Hermès product makes your life more vibrant!

We invite you to follow along with us on our social media platforms this campaign as we travel across the world!!

We hope you continue to love our products as much as we love making them. Happy shopping and don't forget to #livevibrant!

Notre Amour,

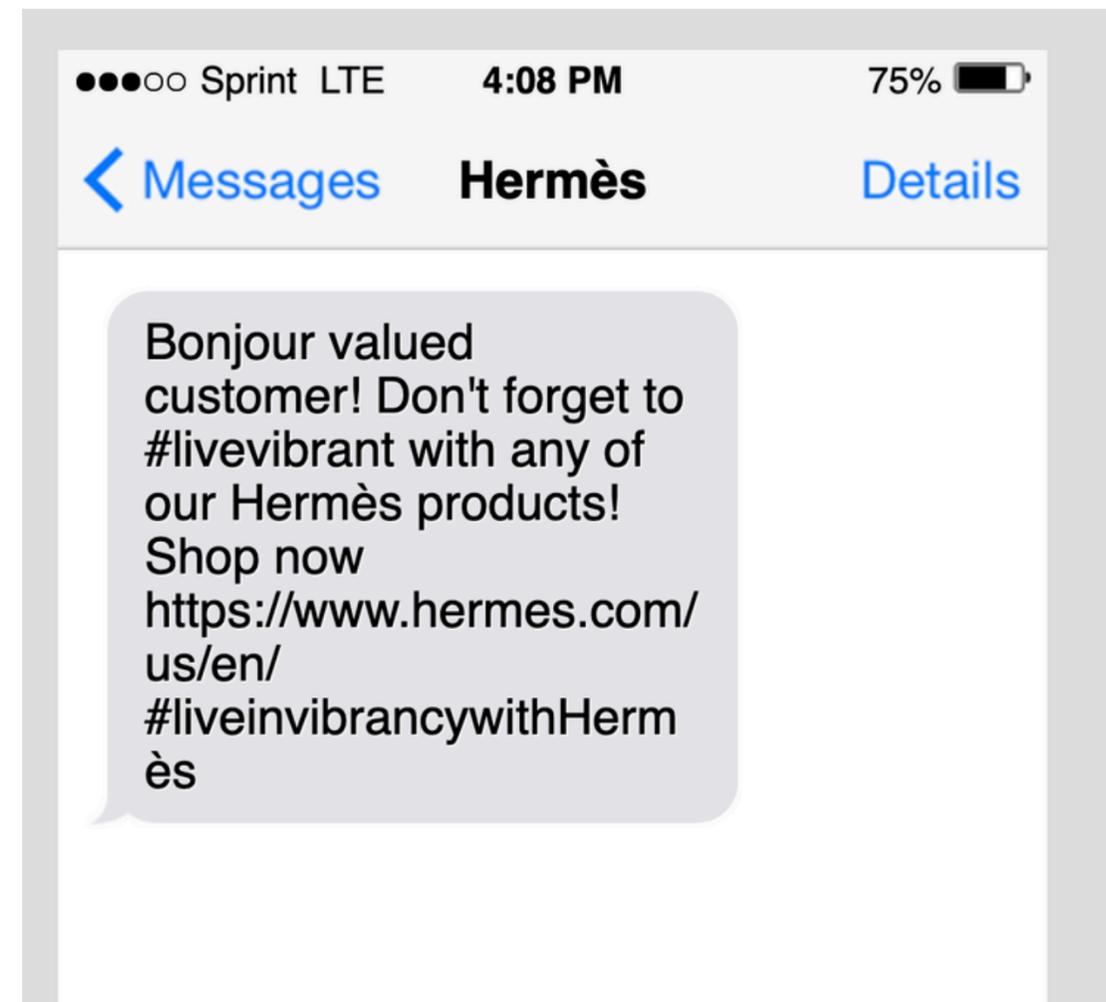
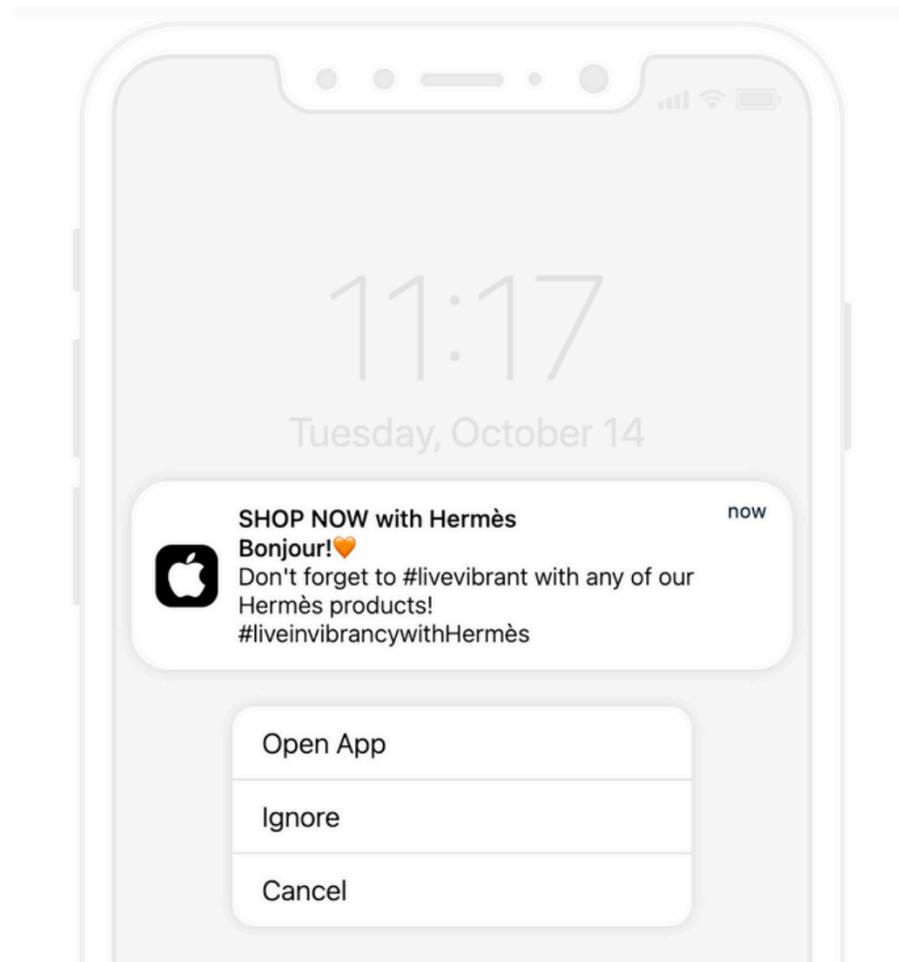
Hermès



**HERMÈS**  
**PARIS**  
**Live in Vibrancy with Hermès!**



# Organic Messaging: Text and Push Notifications



# Organic Messaging: Instagram

 **hermes**  
Sponsored



**Download** >

**89 views**  
hermes Bonjour from where it all began, our flagship store in the heart of Paris 🌟🍷🍷 #liveinvibrancywithhermes  
View all 14 comments

# Organic Messaging: Facebook

 **Hermès**  
Sponsored · 🌐

Get your hands on this stunning, VIBRANT Birkin bag! ❤️



HERMES.COM  
**The iconic Birkin Bag**  
#liveinvibrancywithhermes [Download](#)

 Like  Comment  Share

# Organic Messaging: TikTok

Hermès currently does not have an active TikTok account

- The concept for the organic messaging part of TikTok will be;
  - behind the scenes of the shoots at each of the different locations
  - focus on talking to the designers of the products all the way to the people who are on site with the products in the different locations and then go to the social media or marketing team who finalize details and eventually make the posts
  - act as a vlog type style video and it can be a series they do at every location for every product that is featured throughout the campaign



# Measurement Analysis

# About Hermès' Campaign

The brand should be especially present on their Instagram, Facebook and a TikTok will be made for this campaign. Hermès can capitalize on the fun of seeing behind the scenes of the shoots, the designers making the products and then the set up of the shoot. This will benefit the brand by highlighting their products and making people stop and take notice of the products. This campaign will make Hermès stand out in the market because each piece is handcrafted using the highest quality leather and other materials, it reveals that each piece is a work of art and those can't be rushed to address the wait times for Birkin bags, which keeps highlighting the idea of luxury of the brand. To set apart from competitors the campaign is doing this by showing the bags in an understated way, no flash, the bags or any product speak for themselves. So many competitors go for the flash factor but this campaign for Hermès will be understated but still drive home what it needs to and will be successful for the brand.

# Goals

## Goal 1

**Increase Brand Visibility and Engagement through User-Generated Content**



## Goal 2

**Strengthen Brand Differentiation by Highlighting Craftsmanship and Timeless Luxury**

# Goal 1

## Objective 1

**Specific:** Increase visibility and engagement by encouraging customers to post photos using the #livevibrant hashtag across Instagram, Facebook, and TikTok.

**Measurable:** Achieve at least 10,000 unique posts with the #livevibrant hashtag, with a minimum engagement rate of 5% (likes, shares, comments) on Hermès's own posts within the campaign duration.

**Achievable:** Utilize targeted advertising and influencer partnerships on Instagram and TikTok to boost initial traction, leveraging Hermès's strong brand reputation.

**Relevant:** Expanding Hermès's social media presence will connect the brand with new and existing customers, fostering a community around the brand's vibrant, luxury lifestyle.

**Time-bound:** Attain this engagement level within the first 6 months of the campaign launch.

## Objective 2

**Specific:** Drive community engagement by incorporating customer stories into Hermès's social media content to create a more personal connection.

**Measurable:** Feature at least 100 user posts on Hermès's Instagram Stories, achieving a minimum story engagement rate of 8%.

**Achievable:** This will be promoted by inviting Hermès customers directly via social media and email newsletters to participate and be featured.

**Relevant:** Sharing customer stories enhances Hermès's brand relatability and strengthens brand loyalty.

**Time-bound:** Meet this objective within 3 months, reviewing engagement data to adjust strategy if needed.

# Goal 2

## Objective 1

**Specific:** Highlight the craftsmanship and artistry of Hermès products by creating 15 short behind-the-scenes videos that feature the making of select items.

**Measurable:** Achieve a minimum of 1 million views and a 5% engagement rate on TikTok and Instagram for these videos.

**Achievable:** Leverage Hermès's existing reputation for high-quality, hand-crafted luxury items to attract interest on visual-heavy platforms.

**Relevant:** Showing the process behind the creation of each product reinforces Hermès's image of timeless luxury and craftsmanship, directly supporting the campaign's differentiation strategy.

**Time-bound:** Complete video production and publish all content within the first 6 months of the campaign, with a weekly posting schedule.

## Objective 2

**Specific:** Increase brand sentiment by designing content that places Hermès products in black-and-white settings to contrast their vibrancy, then analyzing responses.

**Measurable:** Track a 20% increase in positive brand sentiment related to terms like "luxury," "artistic," and "timeless" through social media analysis tools.

**Achievable:** Implement this through a carefully planned release of high-contrast, artistic imagery across Instagram, Facebook and TikTok.

**Relevant:** By visually communicating Hermès's artistry, this reinforces its market positioning as a provider of handcrafted luxury items.

**Time-bound:** Evaluate sentiment changes 6 months after the campaign launch, adjusting based on insights gathered.

# Marketing Channel 1: Instagram

## Metric 1; Hashtag Usage Growth (#livevibrant)

Track the number of posts using #livevibrant to assess the campaign's reach and engagement with user-generated content.

## Metric 2; Engagement Rate per Post on Campaign Content

Measure the average engagement rate (likes, comments, shares) for campaign-specific posts on Instagram, especially those showcasing Hermès products against black-and-white backdrops of famous locations.

## Metric 3; Instagram Story Engagement on Behind-the-Scenes Content

Monitor views, replies, and tap-through rates on Instagram Stories that feature behind-the-scenes footage, like product creation and photo shoot setups.

# Marketing Channel 2: Facebook

## Metric 1; Post Engagement Rate for Campaign Content

Measure the average engagement rate (likes, comments, shares) on Hermès's campaign-specific posts, especially those showcasing vibrant products in black-and-white iconic settings

## Metric 2; #livevibrant Hashtag Mentions and Shares

Track the number of user posts, mentions, and shares that include the #livevibrant hashtag on Facebook, showing how much users are engaging with and spreading campaign content

## Metric 3; Video Views and Engagement on Behind-the-Scenes Content

Monitor total views, reactions, and shares on behind-the-scenes videos shared to Facebook, featuring product creation and campaign shoot setups

# Marketing Channel 3: TikTok

## Metric 1; Hashtag Challenge Engagement (#livevibrant)

Track the number of TikTok users participating in the #livevibrant hashtag challenge by posting videos that showcase Hermès products or their vibrant experiences with the brand.

## Metric 2; Views and Engagement Rate on Behind-the-Scenes Videos

Monitor the total views, likes, comments, and shares on behind-the-scenes TikTok videos, which might include content on product creation and campaign setup.

## Metric 3; Follower Growth on Hermès' TikTok Account

Measure the growth in followers on Hermès's TikTok account throughout the campaign duration.

# Key Performance Indicator

## KPI 1

User Engagement with  
#livevibrant Hashtag

- Measure the number of user-generated posts featuring the #livevibrant hashtag across Instagram, Facebook, and TikTok.

## KPI 2

Engagement Rate on  
Hermès's Campaign Content

- Track the engagement rate (likes, shares, comments) on Hermès' own posts showcasing the colorful products in black-and-white iconic locations.

# Key Performance Indicator

## KPI 3

Video Views and Engagement on Behind-the-Scenes Content

- Monitor the number of views, likes, and shares on behind-the-scenes videos related to the campaign, including product creation and shoot setup.

## KPI 4

Follower Growth on all accounts

- Monitor the growth of followers on each account following the launch of the campaign.

# Merci!



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I used AI (ChatGPT) to help me clarify the wording on certain slides.