

BRAND MANAGEMENT

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SUBURBIA is the department store chain, specialized in clothing, for all types of families, for those who are looking for better shopping possibilities and also for those who know how to shop, preferred for its accessible solutions such as basic garments, exclusive brands and its complementary offer of general merchandise.

MISSION:

Serving the customer everywhere, every day, for a lifetime.

VISION:

To be the most attractive option in Service, Assortment and Value.

PURPOSE:

Giving Mexicans better purchasing options at all times.

COMMUNICATION OBJECTIVES

1

To position Suburbia as the department store for all types of families that offers the best possibilities to buy clothing, goods and services in one place, 365 days a year.

KNOWLEDGE

2

To invite our customers to be surprised with a renewed image and a cheerful, familiar, close and optimistic message, so that they will find in every visit:
"Always something to discover"

CONSISTENCY

3

Maximize Suburbia's profitability by offering a better value proposition and a better shopping experience for our customers.

+ VALUE

BRAND EVALUATION

To evaluate our branding efforts, we take into account different metrics:

- Brand awareness and brand recall. Suburbia
- brand health and our exclusive brands.
- Advertising Remembrance
- Reach the target audience

With respect to the evaluation of our advertising activity, we consider:

- Creative Evaluation
- Clarity of message
- Call to action

THANK YOU