



FARFETCH VIDEO AD STRATEGY

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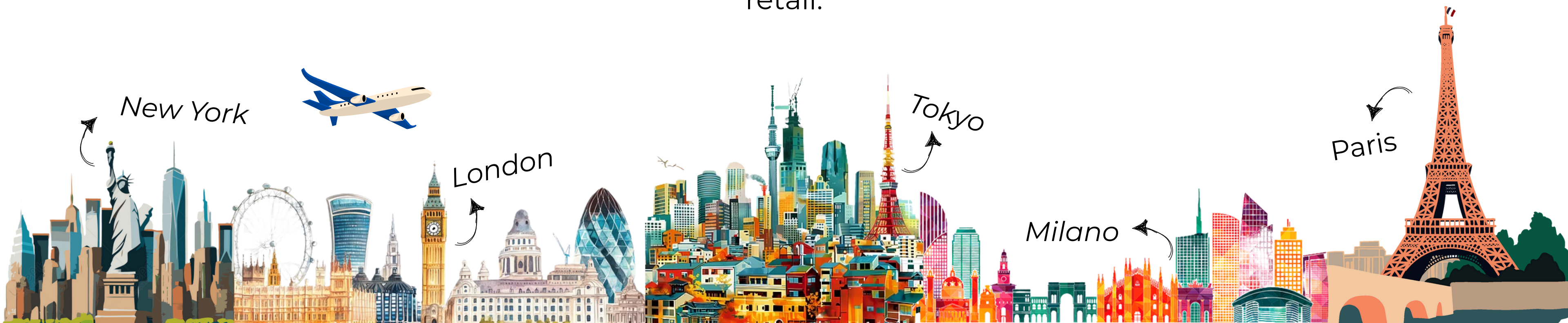


OBJECTIVE

“CONNECTING THE LUXURY WORLD”

To demonstrate an AI- powered video ad strategy.

Farfetch distinguishes itself in the luxury e-commerce market by combining high-end fashion with innovative technology. This strategy enables the company to appeal to the refined preferences of luxury shoppers while adapting to the changing landscape of online retail.



VIDEO AD STRATEGIC APPROACH

- Attract high-intent luxury shoppers. **Awareness**
- Build trust through curated influencer stories
- Bring the boutique experience home
- Highlight elegance, speed, and convenience
- Protect brand prestige, no discount tone
- Stand out with global, tech-powered luxury



TARGET AUDIENCE

Demographics

- 25–55 years old
- Digitally-savvy luxury buyers
- Fashion Forward
- High disposable income

Behaviors

- Digitally-native and convenience-oriented
- Values sustainable and circular fashion

Platform: Instagram

- Mobile-First
- Visual
- Immersive Storytelling
- Quick

Why this audience matters?

- Global luxury growth is fueled by digital buyers
- China's luxury market is the fastest growing
- Repeat purchasing and high lifetime value
- Conscious luxury
- Influence and trendsetting power



KPIs & Monitoring

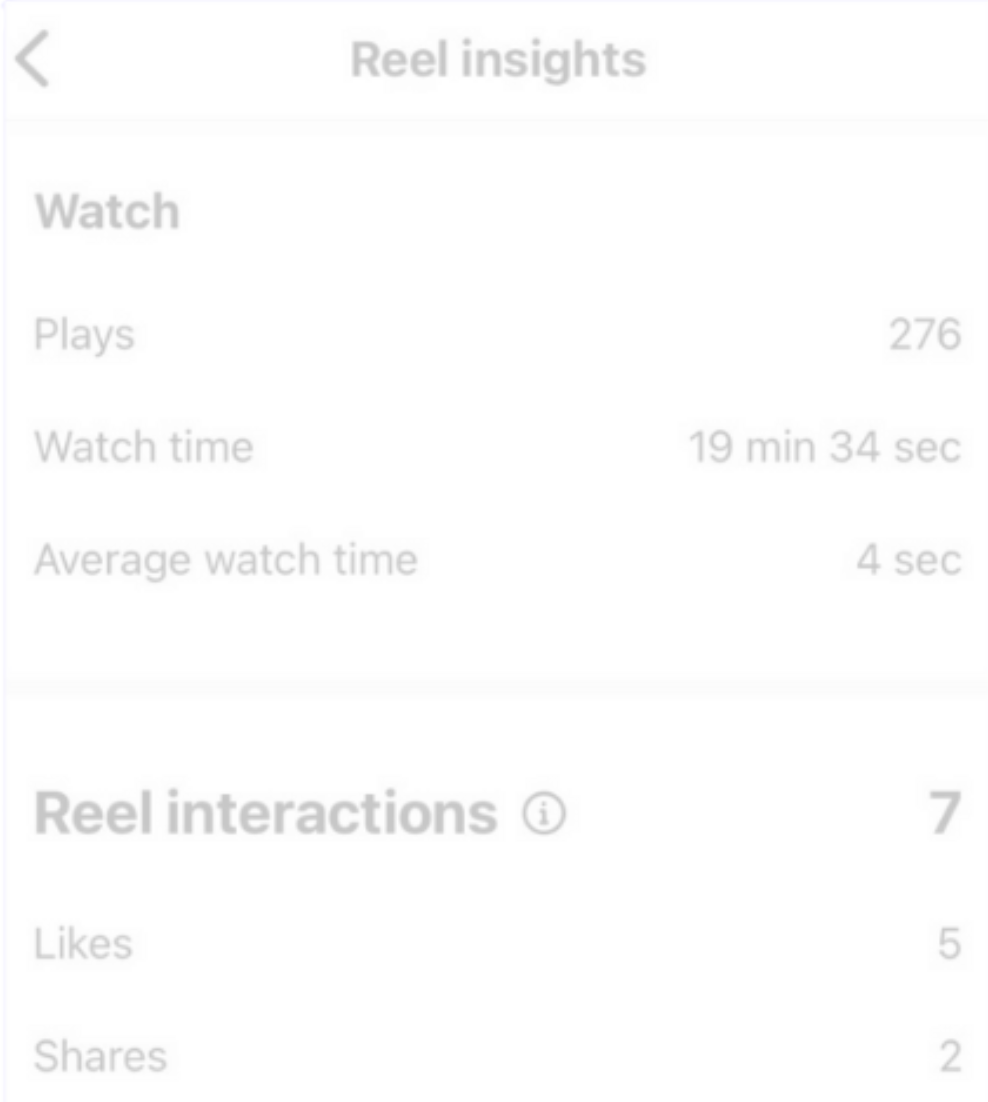
Strategy: Short form videos= strong Reel/Story performance.

Metrics:

- Click Through Rate
- Watch time
- Engagement rate
- Conversion metrics

Measurement & Frequency

- **Weekly:** Track CTR, engagement, and watch time to adjust creative in real-time
- **Bi-weekly:** Evaluate influencer content effectiveness and cross-platform traffic
- **Monthly:** Deeper analysis of conversion metrics and audience trends



Reel insights	
Watch	
Plays	276
Watch time	19 min 34 sec
Average watch time	4 sec
Reel interactions ⓘ	
Likes	5
Shares	2



Trade Offs

- **Ad fatigue:** repeating the same creatives across the same platform may lead to fatigue
- **Influencer reputation:** influencer controversy can lose credibility
- **Rising costs:** Instagram ad rates are increasing
- **Luxury positioning:** overexposure to ads or too many discounts can erode Farfetch's positioning



CREATIVE CONCEPT & AI TOOLS USED

“Get ready. Anywhere. With Farfetch.”



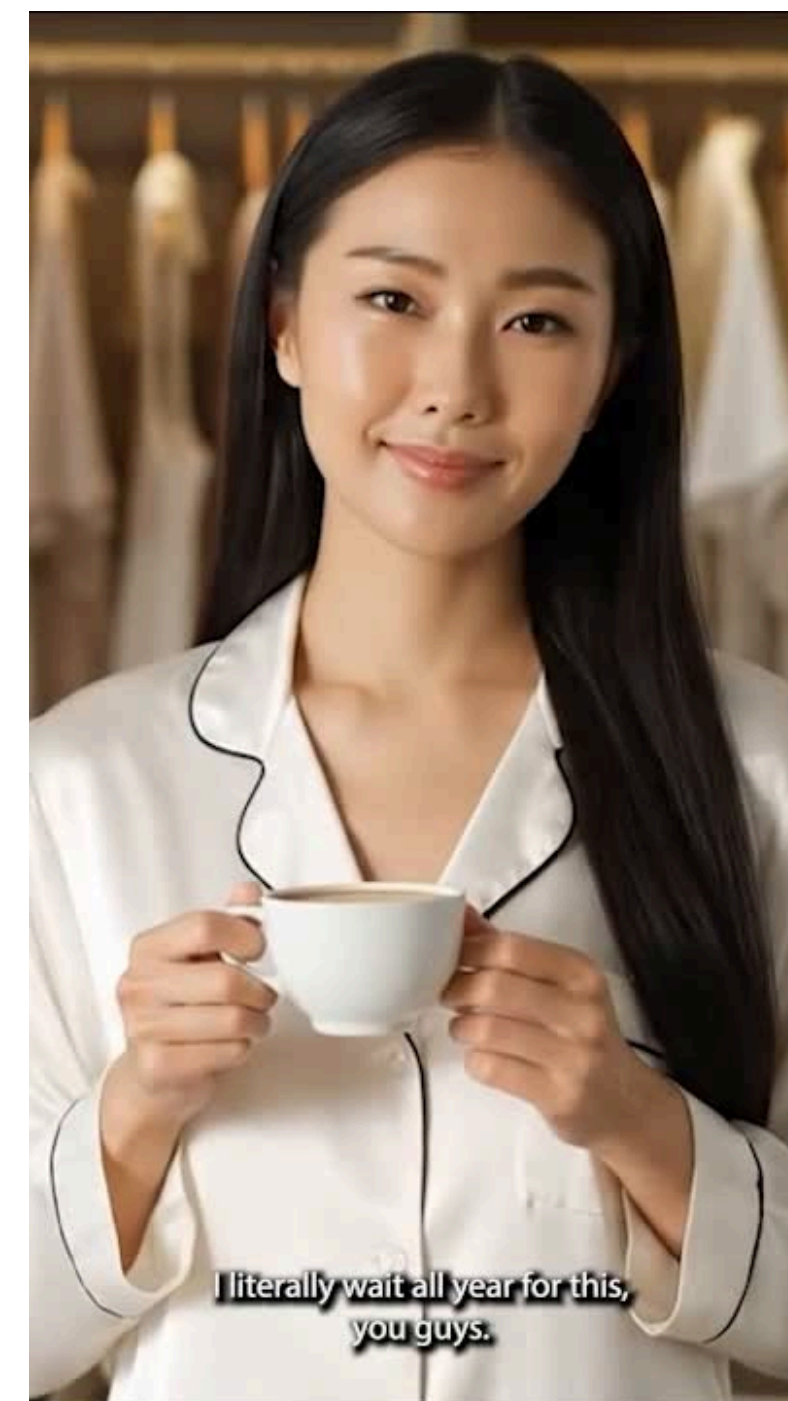
A fashion Influencer prepares for Paris Fashion Week with just two hours to spare, turning to Farfetch for a last-minute luxury look.

Visual Concept:

- Paris luxe apartment, Gen Z influencer.
- Trendy textures, fashion sounds, music.
- Luxury brand-aligned clothing.
- Personalized immersion, no discount cues.

AI Tools Used:

- ChatGPT: research & structure.
- Otter.ai: influencer vocab.
- NaturalReaders: VoiceOver.
- Sora: video shots.



PROS AND CONS OF AI

Pros

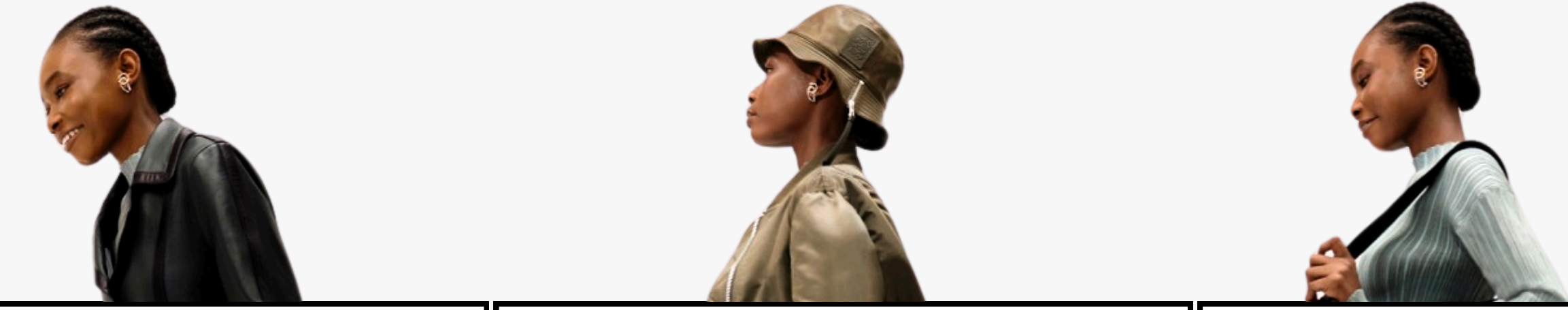
- Enables rapid research into what captivates audiences in terms of video content and formatting.
- Allows for transcription of viral reel narrations, facilitating format reverse engineering.
- Creates content using highly detailed prompts, and reduces costs.
- Utilize tools like ChatGPT for visuals, Natural Readers for voice narration, and Otter AI for transcriptions.
- Creative storytelling and incorporates high-quality visuals that feature trendy fashion elements.
- Effectively showcases our products while subtly incorporating our brand logo.

Cons

- Creative constraints made the process tedious, as the prompts needed to be extremely detailed requiring multiple attempts.
- Some images appeared unnatural, impacting the video format and quality.
- The AI generated script sounded unnatural and resembled a human speech imitation.
- Lacks human touch to create emotional connections between the audience and the brand.



RECOMMENDATIONS FOR AI USE



Content

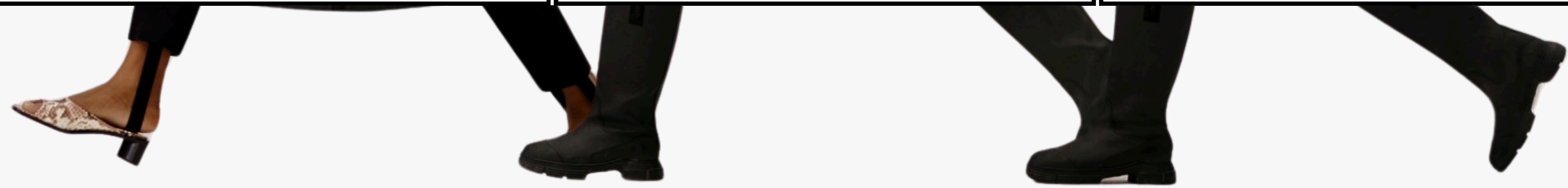
- Disclose AI use.
- Human-led, AI-assistant.
- BTS with designers/stylists.
- “How to Style” reels.
- Highlight NGG talent.
- Show Store of the Future.
- Pre-owned/circular fashion reels.
- Join viral fashion trends.

Targeting

- Segment by interest/location.
- Weekly A/B testing.
- Localize: Paris, Milan, Tokyo.
- China-specific: Tmall, WeChat.

Influencer & Loyalty

- Choose aligned creators.
- Prioritize engagement.
- Feature loyalty perks in content.
- Reward loyal users & creators.



THANK YOU!

WE'LL OPEN THE FLOOR FOR QUESTIONS.