

# Advertising Account Planning

## Focus Group Discussion: Transcript & Analysis

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### Marking Guide – Focus Group Transcript

Area of Interest	Mark allocation
Introduction / Warm-up phase	10%
Evidence of appropriate probing	25%
Relevant use of projective techniques	15%
Including all participants in the discussion	15%
Evidence of the moderator directing the discussion	15%
Usefulness of the output to the account planner	20%
Total	100%

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**Interview Date:** 24 August 2011

**Total Session Time:** 1 hour

Moderator	Facilitators	Participants
Ong Li Ping Lynn	Loh Qing Heng	A: Jezebel
	Chee Wei Yun Fessie	B: Christina
	Lim Sau Fen Jillian	C: Yong Qi
	R Suganya Shree	D: Sabita
		E: Lily
		F: Shewon
		G: Nicole
		H: Suchinta

## **Transcript**

### **Part 1: Briefing and Warm Up**

#### ***Introduction***

Moderator: Good afternoon, thank you for coming. My name is Lynn. We are here today to talk about your perception of the La Senza brand, product and its advertising campaigns. This discussion is informal and please be assured that your responses are kept confidential. We will be taking notes and will be recording throughout the session so that we do not miss anything you have to say. Your perceptions are what that matters to us. There are no right or wrong answers. Feel free to respond/voice out without waiting to be called on. In fact, I encourage you to respond directly to the comments, which other members in the session bring up. However, I would appreciate if only one person did talk at a time. At any point, if you do not understand a question, please let us know. If this is clear, let's get started!

#### ***Warm Up***

Moderator: We'll have a warm up round now, let's start by everyone sharing their name, age and the last time you went shopping for bras.

A: Hi, my name is Jezebel and I'm 21 this year. The last time I shopped for a bra was 2 months ago.

B: Hi, I'm Christina and I'm 21. The last time I shopped for a bra was a month ago.

C: Hi, I'm Christina and I'm 23. The last time I shopped for a bra was 2 weeks ago.

D: Hi, I'm Sabita and I'm 21. The last time I shopped for a bra was 2 months ago.

E: Hi, I'm Lily and I'm 30 this year. The last time I shopped for a bra was yesterday.

F: Hi, I'm Shewon and I'm 22 this year. The last time I shopped for a bra was within the last 6 months.

G: Hi, I'm Nicole and I'm 22. The last time I shopped for a bra was somewhere at the start of this year.

## Part 2: Question and Probe

### Attributes

Moderator: Ok. We'll go on to the questions. For the first question, what feature of La Senza bras do you like most?

A: The pushup effect, durability and the design.

B: I agree with what Jezebel said, I would go for the durability and how comfortable it is.

C: The comfortability and the support of it, especially the straps. The numbers of colour and patterns choices to choose from.

Moderator: (Probe) Would you suggest what colours?

C: Mainly dark colours cause I prefer dark colour.

A: Probably dark colours are easier to match with the clothes, like black colour.

D: The variety of designs cause they have a lot of designs to choose from and maybe the durability.

Moderator: (Probe) What kind of designs do you prefer?

A: I want something like normal cotton ones, like stripes and polka dots.

E: I'm a person who shop more for bottoms. I'm attracted to how they display their bottoms. They have it in drawers, so it's feels like 'I'm in a very big wardrobe, walking and picking up.' Therefore, it is something that it attracts me cause it's like a buffet of panties there.

Moderator: (Probe) Do you shop for the same designs of panties together with you bras?

E: Yes, of course. It will be matching or if there're certain days where I feel like wearing some wild colour panty, I would go for it.

Moderator: Let's move on to Shewon.

F: It would be the push-up factors. This is because, most people say that if the breasts are far apart at the centre, it will make the breasts look far apart when you wear low cut tops, making it look ugly.

Moderator: Next, we'll have Nicole.

G: I think the designs are very nice and the designs are very chic.

Moderator: Ok. The next question that I have is, what factors do you consider when choosing La Senza bras? Now we're talking about the factors and not the features.

A: Price.

Moderator: (Probe) What price range?

A: It must be reasonable. Let's say, you shouldn't sell a piece of bra at La Senza for S\$100 over. They do have promotions like 3 for S\$70 and currently, they have Buy 1 Get 1 Free promotion (Buy 2 for the price of 1).

Moderator: (Probe) So sale entices you to purchase?

A: Yes.

Moderator: (Probe) What is the price range would you actually pay for a bra?

A: For La Senza bras, probable S\$49.

B: I would also consider the price and the ease of taking care or washing the bras.

Moderator: (Probe) Do you suggest any washing technics to keep your bras in good shape?

B: The usual of handling it properly and hand washing it.

- C: The price range of not more than S\$50 per piece and I usually shop because of the promotions.
- D: The price as well. The price has to be able to match the durability of the bras. If it is something very expensive, I would want it to last.
- Moderator: (Probe) How long would you want your bras to last?
- D: For me personally, it should probably last for half a year.
- Moderator: (Probe) Is that for consistent use of the same bras or do you rotate among different ones?
- D: It's like you have a few bras and everyday you use different ones. It's better to buy during the sale period because it's more worth it (like promotions). If it's during non-sale period, I may not specifically go there to purchase my bras.
- E: I agree with the rest that the price is the factor. If the price matches with the bra and it's something that I want, I would purchase it. However, if the bra was to cost S\$80 and it's for everyday wear (the cotton kind), I may not get it but if the function of the bra meets my needs, I may get it. For example, if the bra straps could be adjusted and it is appropriate for the occasion I'm attending (to match my outfit), I will purchase it.
- F: The price is also the important factor to me. If the bra is made out of silk, I'll most likely pay more for it but if it's made out of cotton, I'll pay less for it.
- Moderator: (Probe) So the important factors are the material and price?
- F: Yes.
- G: The factors that would make me go to buy a La Senza bra are the price and the location. It's located at Vivo, so it's very convenient so when I walk pass there, I'll go and take a look. The price would be related to the promotions that they have. Therefore, the store location and convenience is important to me.
- Moderator: Ok. Now we'll move on. Hi, you are?
- H: Hi, I'm Suchinta. The factors would be the design and long-lasting.
- Moderator: (Probe) How long does your La Senza bras last?
- H: My La Senza bra has last for at least 2 years already.
- Moderator: (Probe) It's still in good condition?
- H: Yes, it's still in good condition.

### ***Advertisements and Promotions***

- Moderator: Ok, we'll go onto the next question. Have you seen any of La Senza's advertisements?
- A: Yes, in the magazines and from Facebook where they share videos but in Singapore, we do not see official commercial or advertisements for La Senza, except for the shop front.
- Moderator: (Probe) Could you describe any that is most vivid?
- A: The shop itself.
- Moderator: As in the advertisements that are most vivid in your memory that you could recall.
- A: Normally those girls in their lingerie, posing and smiling sexily.
- B: Actually I haven't really seen a lot of La Senza ad around but I've seen a few ones in Facebook.
- Moderator: (Probe) Your friends actually share those pictures on Facebook?

B: It's actually from the side banners on Facebook.

C: Actually for bra advertisements, you can't really identify them unless you saw a logo. So probably, it's the in store advertisements.

D: The in store advertisements.

E: Nothing comes into my mind of any La Senza print ads.

Moderator: (Probe) Just we were saying print ads right? Do you recall where you saw it, like which magazines?

D: I can't really remember. Maybe it's in local fashion magazines like Female and Elle, they do have 1 coloured page of La Senza ad.

F: I see it from their website itself.

Moderator: (Probe) Could you describe a little bit of their advertisements that you see?

F: I can't really remember because all bra advertisements are very similar.

G: Actually I don't see La Senza having any advertisements around but I think their best form of advertisement is through words of mouth. I hear from my friends that La Senza has nice bras.

H: I've seen some in magazines.

Moderator: (Probe) Which magazines? Female?

H: Yes, that's all.

Moderator: (Probe) Which target age group do you think they target at?

A: 21 and above.

G: Young adults, around 21 to 40 years.

Moderator: Now we'll show you 2 print advertisements, which are quite recent. Shortly, I'll be asking you to give me some comments like, how you feel about the ads, what you see similar or different, and some key points you want to make with regards to the advertisements. Any comments?

## **2 La Senza advertisements were shown on the projection screen, side by side.**

A: They are very sexy.

Moderator: (Probe) So you see sexy girls?

A: Yes, their breasts are huge and has very full figure.

B: They look confident, the bra itself gives them confidence that they will need.

C: They are very young and energetic.

D: Fun, young and sexy.

E: The 1st ad states 'Sexy bra', I personally feel that if I were to wear it, I'm wearing it for someone I love to show my sexiness. The 2nd ad shows comfortable bra which is for myself where i just want to sleep in, thus it appeals more to myself.

Moderator: How about you, Shewon?

F: Both are very fun and it makes you feel very fun and happy.

Moderator: (Probe) So when you wear the bra, it makes you feel very happy?

F: Yes, I feel happy wearing their bra.

G: I think it caters to different sorts of women. The 1st ad cats to those women who want a sexier look and the other ad is for the younger generation where the colour pink and black makes it very sweet looking.

H: I feel that the bra looks very comfortable on them.

Jillian: (Probe) Do you think it would be easier for you all to relate if the models in

all these adverts are Asians? Relate it to yourself, because all these models that they use are Caucasians, with perfect body fit. Do you think it would be easier to relate if you see some Asian models instead?

Moderator: (Probe) Would the race matter?

A: It doesn't matter cause no matter what they would still use those with good figures and their breasts would fit well on the bra, but when you buy it for yourself it may not look like it. So it doesn't matter.

B: I think having some Asian faces will probably appeal to many people like me because it feels closer to you because she's an Asian. It doesn't apply much, but it still does appeal a little.

Moderator: (Probe) So you mean you prefer models who are mixed blood?

B: I mean there are several models, having some Asians would have been good.

Moderator: (Probe) Which mean having a good blend of models?

B: Yes.

C: I agree with what Christina said, it's good to have some Asians.

D: I agree that some Asian models would be good but either way, it will still look the same.

C: Anyway, the picture will be photoshopped.

E: Caucasian models gives me an idea that they are always very sexy whereas Asian models are more conservative. For me, I will step into La Senza because I want to be sexy. Therefore, if the show Asian models, I may not step in and would just see it as La Senza being a 'comfortable' lingerie shop as it does not give me the confidence to be sexy. So this is the difference between a Caucasian and Asian model.

F: I think if they were to use Asian models, it will make me think that I can become like them and I can relate to the bra.

G: I think that it won't really matter to me but i have seen Asian bra models like Japanese and Thai, and they still look good too. So, all in all, they all have very good bodies and it doesn't really matter to me.

H: Maybe a few Asian model for Singapore ad should be good but they will still choose those who look good and sexy, or photoshop.

Moderator: Alright, we'll move on. Which celebrity/model do you deem best fit the image of La Senza?

A: Katy Perry because she can carry off the polka dot designs and retro image.

B: Probably Victoria's Secret models like Miranda Kerr.

C: Katy Perry because she has the very young and energetic image.

D: Can't think of anyone but definitely someone who has a young and fun image.

E: Caucasian celebrities who has big breast, like Beyonce.

F: I think Asian top models like Lin Zhi Ling.

G: Can't think of any but maybe Kim Kardashian or Victoria Beckham.

H: Beyonce is good because her figure is perfect. However, La Senza colours are very bright and vibrant so someone like Katy Perry who is bright and fun.

Moderator: (Probe) So the character has to be very vibrant as well?

H: Yes. Beyonce is more for the sexy look.

Moderator: (Probe) So would you suggest that different models for different types of bras or one model for the whole range of La Senza bras?

H: Different models.

Moderator: (Probe) So different models different range?



D: Yes, like one to show sexy and one to show fun.  
 B: More effective

A: I would prefer just one model because when we buy the bra, we would want to be able to fit into the sexy and the comfortable ones. When we look at one model and she can fit into all, so why not we can also fit into all. We can relate to her.

C: Using one model would also allow us to remember better.

Moderator: (Probe) So it's the ease of recall?

C: Yes.

Moderator: (Probe) So when you think about the model, would it relate?

C: Relate to the brand.

### **Brand**

Moderator: Ok. So how did you get to know La Senza?

A: For me, it's word of mouth. Initially, I did not know La Senza exists because I used to work in GAP and GAP is under FJ Benjamin. FJ Benjamin has Guess, La Senza, GAP and others, so from there, from word of mouth, I found La Senza in Singapore.

B: I got to know it from the physical store when I shop around and I would go in and have a look.

C: In shopping mall and the signboards.

Moderator: (Probe) Can you give examples of which shopping malls?

C: Orchard Ion and Wisma.

D: Friends, when they buy and recommend, and from the shop itself.

E: I think my very first encounter of La Senza was when I see people carrying the La Senza paper bags which is plain and it really caught my eyes because of the word 'La Senza'. It was at Suntec, so I walked around the shopping mall and when I walked into La Senza, it was 'Wow' because when you walk in, you see the physical displays are widely bright and everything is nicely placed.

F: I got to know about it throughout social media, throughout their website.

Moderator: (Probe) So you use the social media to search for the bras that you want?

F: Like the advertisements on the sides then it looks like that and you click.

G: Friends, shop fronts like at Vivo and their paper bag because it attracts me, as I like cute stuff.

H: For me, it was when the first few stores actually opened. It caught my eye because they look like a Victoria's Secret store, that's when I started to go in and started shopping there.

Moderator: (Probe) Did you happen to be at the launch party or something like that?

H: No, nothing like that. It's just one of those first few shops that opened but I can't remember where.

Moderator: Ok. What brands do you deem similar to La Senza?

A: Victoria's Secret and Women's Secret. That's the 2, which I would deem similar.

B: That would be young hearts.

C: Pierre Cardin and E2.

D: Victoria's Secret.

E: Blush, the way they display their items.  
 F: Victoria's Secret.  
 G: Women's Secret.  
 H: Victoria's Secret.  
 Moderator: Ok. What are the factors that motivate you to become a loyal customer of any lingerie (bra) brand?  
 A: Membership, price, perks.  
 Moderator: (Probe) What perks would actually entice you?  
 A: Let's say there are new arrivals, members actually get to see it first, feel it first and try it first, and also special discounts to parties.  
 B: That would be service and perks as a member. Like what A said, members have special privileges unlike other normal customers.  
 Moderator: (Probe) What privileges?  
 B: Probably, special promotions on new arrivals or get to see some of the designs first.  
 C: Their brand image and have more promotions.  
 D: Membership like discounts for members and promotions.  
 Moderator: (Probe) How much discounts would attract you? Like what percentage of discounts?  
 A: At least 25% for members. Or let's say when there is Citibank card, there is an additional 5%.  
 E: Membership as well. Let's say, you spend S\$100 you'll get a lifetime membership, of course I would be happy to have it.  
 F: It would be discounts and sales promotions.  
 G: I think it's the brand of it and discount that matters.  
 Moderator: (Probe) The brand as in the brand image or the brand?  
 G: How the way they manage the brand itself and the perception that they put on people's mind.  
 H: Promotions, reasonable pricing, designs and lifetime membership is very important.  
 Moderator: Ok. We have come to the end of Part 1 so now we're going to move on to Part 2, activities and games.

### **Part 3: Activities and Games**

Moderator: Ok, we are going to play a game now, the rules are simple, you will be given pieces of blank paper. Basically I will call a word, and you will pen down word related to La Senza that comes to your mind. We will pass out the paper now.

**Blank pieces of paper and pens have been given to all participants.**

#### ***Activity 1: Word Association Test***

Moderator: So I will call a word, a word related to La Senza, which you pen down. The first word, Emotions. If you are done, do raise your hand. Shewon, done? Second word, Function. Third one, material. Forth, occasion. Last one, design.

#### ***Activity 2: Sentence Completion Test***

Moderator: All right that was a first activity, now we'll proceed on to the second activity. Complete the following sentences, and jot down your answer on the piece of paper given. On the same piece of paper, but probably just another side.

The first sentence, people do not like La Senza because..., may I just repeat that, people do not like La Senza because...

All right, second sentence, La Senza advertisement can best reach out to you through... May I just repeat that, La Senza advertisement can best reach out to you through...

Third sentence, I purchase La Senza bra because... I purchase La Senza bra because...

Last one, La Senza gives me an impression of... last sentence, La Senza gives me an impression of...

Ok, I want you to write your name on the top left hand corner or right hand corner.

### **Activity 3: Colour Association Test**

Moderator: We will proceed on to the last activity, we will give you color swatch, and tick on the color which you think best fit the La Senza image. Tick on the color, which you think best fits the La Senza image.

**Colour swatches have been given to all participants.**

### **Sharing**

Moderator: Alright, now we'll have a round of sharing, so basically I am going to go through each activity. You'll then share your answers and tell me the rationale why you write down the answers. Ok? We will go with emotion first.

A: My answer?

Moderator: Yes.

A: Horny.

Moderator: (Probe) Why horny?

A: It is sexier, so sexy that normally when you wear it, you will feel that you want to show your body to your friend or your husband, then you have that kind of emotion.

Moderator: Ok, cool.

B: I wrote happy, relax. Happy because of confidence, relax because it's simple.

C: Fun and happy because of the color.

D: Fun, vibrant and sexy. Fun because of the color, sexy because of the woman feeling so.

E: Sexy, because of it's big store. It's not a place that I will go there for everyday bras. I will buy to show my body confidently, so to feel sexy.

F: I think it's happy and sexy, because they have more childish kind of design to attract young girls and the more mature sexy kind for the older woman.

G: Cheery because of the colors.

Moderator: (Probe) What color gives you that kind of cheery mood?

G: Bright, pink, yellow.

H: Happy because of the colors, the bright vibrant colors.

Moderator: (Probe) For example?

H: Example, bright blue, bright pink, light blue.

Moderator: Ok, functions.

A: Push up.

B: Support, comfort.

C: Support.

Moderator: (Probe) You say 'support', does it mean the push up feeling?

B: Yes.

D: Push up, comfort and support.

E: Strapless so it is detachable.

F: Push up.

G: Maximizer.

H: Durable.

Moderator: Material.

A: Cotton.

Moderator: (Probe) Why cotton?

A: It's more comfortable, easier to manage, easier to wash. It's more comfortable, easier to manage, easier to wash.

B: Same as her, cotton.

C: Also cotton.

D: Lace and cotton. Lace like more sexy, cotton like for everyday use.

E: Lace, silk and satin.

Moderator: (Probe) Why silk and satin?

E: It will relate me to as what the previous answer suggests, like to be sexy, so for inner function, maybe have the bra wearing it as T-shirt, instead of wearing it inside.

Moderator: (Probe) It's part of the clothing?

E: Yes, like wearing it on the outside

F: Satin, cotton and silk. Cotton is for everyday wear. Satin and silk for party and special occasion.

G: Lace and cotton. Lace more nighties, cotton is like normal wear.

H: Cotton, because it is comfortable.

Moderator: (Probe) Any other materials you prefer?

H: Probably lace and satin.

Moderator: Occasion.

A: Party and leisure.

B: Day to day and functions.

C: Everyday-wear and sports.

D: Day to day and dinner dates.

E: Dinner, wedding, clubbing.

- F: Everyday, sleep and special functions.  
 G: Casual-wear.  
 H: Everyday.

Moderator: Ok, design.

- A: Which is variability, they have a lot of design. Like they have the strap, we can buckle it different ways, and there is a lot of variable.  
 B: Polkadots, stripes and lace.  
 C: Design which is like cute and colorful because of their current matching and their patterns.  
 D: Sexy and comfort.  
 E: Black, satin, mysterious.  
 F: Cute, practical, mature.  
 G: Chic, sexy and comfortable.  
 H: Mine is actually push-up.

Moderator: Ok, for the second activity, the first sentence, people do not like La Senza because...

- A: It is too pricey.  
 B: Probably it is too expensive, and not suitable for their body types.  
 C: Because too cute.  
 Moderator: So you don't like cute stuff.  
 D: It may be too pricey.  
 E: Expensive, cold/unwelcoming customer service from retail assistants.  
 Moderator: (Probe) Can you explain the experience that you encountered when you walked in?  
 E: I like to be when I walk in to the shop, the assistant from far was "hi welcome" then they will go with you "Is there anything I can help you". There are few times when I walked in, they just at the counter there talking to themselves, then I just walked one round and nobody knows that I walked in. They didn't notice me.  
 F: People don't like La Senza maybe because they are not as popular or well known as compared to Victoria's secret. Victoria's secret has their show every year right, and then more models, they have like celebrity guest so, ya probably they are not there.  
 G: People might not like La Senza because the designs or functions might be unsuitable for them.  
 H: People may not like it because it is sometimes pricey unless they have those like buy 2 get 1 free or promotions.

Moderator: Alright, La Senza advertisement can best reach out to you through...

- A: Through internet and billboard.  
 Moderator: (Probe) Billboard as in.  
 A: You know the bus stop have those billboards.  
 Moderator: (Probe) How about those in the MRT  
 A: MRT will be too busy to notice, everyone are rushing for the train.  
 B: As in social media like Facebook or Twitter.  
 Moderator: (Probe) As the comment is it?  
 B: Yes, then probably Twitter.

C: TV commercial and new media, basically those media that move, not just flat image.

Moderator: (Probe) New media? Can you give some example of new media?

C: Like maybe Youtube, Facebook can be also, basically any media that shows video.

D: Print media like poster.

E: Print ads or fashion run way shows like Victoria's Secret really catches my eyes.

F: Social media like Facebook and high quality print ads in magazine.

G: TV ads.

Moderator: (Probe) You said TV, which channel?

G: Channel 5.

Moderator: (Probe) Why Channel 5?

G: Because I watch Channel 5 most.

H: Through banners and ads on buses and MRT.

Moderator: (Probe) As in banners in buses? Or the ones that are shown at the top...

H: No, like how they have it on the whole bus.

A: Talking about TV right, Channel U they have those TV sales in the noon time, because they do not show any movie or what, so they use the time to show advertisement, commercial, so that's maybe when they can advertise La Senza.

Moderator: I purchase La Senza bra because...

A: I feel that the push up makes wonders.

B: It is comfortable and gives me confidence.

C: When there is promotion and sales.

D: I find that it is comfortable yet sexy.

E: Sales.

F: Because they offer products that are quite reasonably priced, I mean during the sale period.

G: Cheap and chio.

H: Because I like the push up bra and also the colors and design.

Moderator: Last one, La Senza gives me an impression of...

A: Being sexy, fun and cheeky.

B: Young, flirty, and energetic.

C: Young and fun.

D: Young, sexy, fun.

E: Sexy, sultry, seductive.

F: La Senza - an impression of a young girl who wants to be comfortable and have fun in her daily life.

G: Pretty and funky.

H: Sexiness.

Moderator: Ok for the color association, may you just read out your choice color.

A: Pink

Moderator: (Probe) Why?

A: Because is the impression that set in mind already. That pink in color, it is bright, sweet looking.

Moderator: (Probe) Part of the corporate color?

A: Yes, part of the corporate color, it is already in my mind and the image is that, so I always associate pink with La Senza.

B: I will say red because of the, and red probably associate with blue.

C: Pink also, because of the logo is pink color.

D: Black.

Moderator: (Probe) Why black?

D: I think is sexy, but at the same time, I think it is a bit like mysterious.

E: I choose this with the idea in mind of the function why I am buying La Senza, so I choose red, as in I will go for dinner, date, to be elegant. So red will be sexy, sultry, seductive.

F: I choose pink because, like I said before, if am at the impression that a young girl will more likely go for La Senza, Pink has that comfortable vibe and it's fun.

G: I choose red, because red is the color of passion.

H: I choose pink, probably because the logo is always in pink and you know their ads are always in pink.

Moderator: So, part of their corporate color...

#### **Part 4: Closing**

Moderator: All right, thank you for your participation in our focus group. Before we end, do you have any addition idea or comment that you want to share?

Moderator: Alright, ok. If no, we do asked that we keep each other identity and remarks private to maintain the confidentiality of this focus group session, once again thank you and we will be passing a bag of goodies as a token of appreciation.

**Participants were invited to a tea-break session.**

-- End of Transcript --

## **Analysis and Insights**

*The breadth and scope of this document is limited to the findings of the focus group session conducted on 24 August 2011.*

### **Objectives:**

- 1) To gain an understanding of La Senza user's perspective on bra attributes
- 2) To gain an understanding of La Senza user's recall and recognition of advertising and promotional efforts
- 3) To define La Senza users' perspective on the brand

### **Attributes**

#### **Findings:**

- Respondents like La Senza bra's durability, material comfort and the current designs.
- They are particularly attentive on the price, in which has to be able to match the durability.
- They would be willing to spend further on bras that meet their needs, particularly, for the occasion they would be attending.

Analysis: Consumers have the monetary capacity to spend, but would only do so if they see a unique selling proposition.

### **Advertisements and Promotions**

#### **Findings:**

- La Senza advertisements have not reached consumers effectively. Those who have seen stated in-store advertisements and women magazines as the main avenue.
- Respondents view La Senza paper bags as an advertising vehicle
- Model's confidence induces emotional appeal in respondents
- Majority of the respondents believe that the race of the models do not matter, but having some Asian faces will probably appeal to Singaporeans.
- On the contrary, Asians are seen to be more conservative, while Caucasians are out-righted. For La Senza to appeal to consumers who view confidence as a drawing factor, Caucasians are more suitable.
- Majority respondents prefer Katy Perry as the brand ambassador for her image and character.
- Preference of just one ambassador for the ease of recall and recognition of the brand (one model fit all concept)
- Consumers prefer to be reached through outdoor (Billboards) and social media (Facebook)

Analysis: Improvements has to be made to the choice of current advertising vehicles. Lack of visibility as caused consumers to deem La Senza less popular compared to competitive brands. Possible advertising vehicles: events (fashion shows), outdoor (billboards). Current La Senza Facebook page has to be improved to garner more



awareness. A brand ambassador has to be considered.

### **Brand**

#### Findings:

- The brand has gained positive word of mouth from friends of respondents
- Pink corporate colour drives brand recognition and identity
- Associated with words like young, sexy, fun
- Main competitor of the La Senza brand is Victoria's Secret
- Membership and discounts helps build loyalty towards the brand

Analysis: Colour branding has acted well for La Senza and it should continue the use of Pink as corporate identity. Associated words could be sloganised or be used to form part of the advertising message. Analysis has to be made on competitor brand, Victoria's Secret.

-- End of Analysis and Insights --

## **Moderator's Discussion Guide**

### **Overview**

Part 1: Briefing and Warm-up (~20 mins)

Part 2: Question and Probe (~40 mins)

Part 3: Activities and Games (~50 mins)

Part 4: Closing (~10 mins)

Total Duration: ~ 2 Hours

### **To Note**

- 1) Set up video recording prior to the discussion and ensure its clarity.
- 2) Ensure that all participants do not talk at the same time. Should such situation arise, kindly invite the second speaker to speak after the first speaker completes his point.
- 3) Keep the discussion within the specified time frame.
- 4) Observe and note down unique/key interactions between participants during discussion.

### **Participant Selection**

Females aged 18-35, users of La Senza products

### **Discussion Objectives**

Issue: The increasing number of lingerie brands in the market is contributing to the decrease in customer loyalty. To thrive, La Senza needs to understand consumer preferences devise a suitable campaign proposition.

Overall objective: To seek a comprehensive understanding of La Senza users on the current perspective of La Senza's product and advertising efforts in relation to competitive brands, so as to gain insights on factors that keep them loyal.

- To gain an understanding of La Senza users' perspective on bra attributes
- To gain an understanding of La Senza users' recall and recognition of advertising and promotional efforts
- To define La Senza users' perspective on the brand

## Part 1: Briefing and Warm Up

### **Introduction**

"Good afternoon, thank you for coming. My name is \_\_\_\_."

### **Briefing**

"We are here today to talk about your perception of the La Senza brand, product and its advertising campaigns."

### **Procedure**

"This discussion is informal and please be assured that your responses are kept confidential. We will be taking notes and will be recording throughout the session so that we do not miss anything you have to say"

"Your perceptions are what that matters to us. There are no right or wrong answers. Feel free to respond/voice out without waiting to be called on. In fact, I encourage you to respond directly to the comments, which other members in the session brings up. However, I would appreciate if only one person did talk at a time. At any point, if you do not understand a question, please let us know."

"If this is clear, let's get started!"

### **Warm Up Round**

"Now, let's start by everyone sharing their name, age and the last time you went shopping for bras (general)"

## Part 2: Question and Probe

### **Attributes**

Question 1: What features of La Senza bras do you like most?

*Probe: Colour, style, material*

Question 2: What factors do you consider when choosing La Senza bras?

*Probe: Durability, ease of care, good price, quality, colour, brand name, style, colour*

### **Advertisements and Promotions**

Question 1: Have you seen any of La Senza's advertisements?

*Probe: If yes, can you describe one that is most vivid? If no, show them 2 print advertisements (Appendix 1 & 2), and ask to comment.*

Question 2: Which celebrity/model do you deem best fit the image of La Senza?

### **Brand**

Question 1: How did you get to know La Senza?

*Probe: Walk-in, Print advertisements, TVC, Recommendations, Web*

Question 2: What brands do you deem similar to La Senza?

*Probe: Victoria's secret, Young Hearts, Blush*

Question 3: What are the factors that motivate you to become a loyal customer of any lingerie (bra) brand?

*Probe: Quality of product, sales service, constant positive word of mouth, brand image which affects confidence level, availability, selections.*

### Part 3: Activities and Games

#### **Activity 1: Word Association Test**

“We are going to play a game now. The rules are simple. You will be given pieces of blank paper. Basically I will call out a word and you will pen down words related to La Senza, that comes to your mind”

- 1) Emotions
- 2) Function
- 3) Material
- 4) Occasion
- 5) Design

#### **Activity 2: Sentence Completion Test**

“Complete the following sentences and jolt down your answer on the piece of paper given”

- 1) People do not like La Senza because...
- 2) La Senza advertisements can best reach out to you through...
- 3) I purchase La Senza bras because...
- 4) La Senza give me an impression of....

#### **Activity 3: Colour Association Test**

“We will hand out a colour swatch (Appendix 3), tick on the colour which you think best fits the La Senza image”

“Now, may I ask all of you to share and give reasons on your answers”

#### Part 4: Closing

“Thank you for participating in our focus group. Before we end, do you have any additional ideas/comments to share?”

“We do ask that we all keep each other’s identities, participation and remarks private to maintain the confidentiality of this focus group session”

“Thanks once again and we’ll be passing a bag of goodies as a token of appreciation.”

Appendix

**Appendix 1**



Appendix 2



la SENZA  
LINGERIE

get your  
**Body Kiss'd!**  
OUR MOST COMFORTABLE BRA EVER!

ION Orchard #B2-51 • Paragon #03-01 • Wisma Atria #01-29/30  
Suntec City Mall #01-18/20 • VivoCity #01-184 • Marina Bay Sands #B2-102



## Appendix 3

### Colour Swatch



*Black*



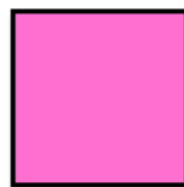
*Purple*



*Blue*



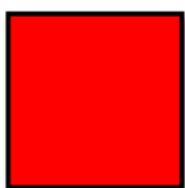
*Green*



*Pink*



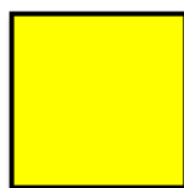
*Orange*



*Red*



*Brown*



*Yellow*



*White*