Executive Summary

1. Summary of advertising strategy

American Eagle Outfitters will sponsor Netflix shows and movies by providing clothing and accessories for characters and also exhibiting great product placement of AEO clothing throughout the shows. AEO will target consumers ages 12 to 25 of both sexes who are social and stylish individuals. The Netflix shows that AEO will sponsor are shows that are widely popular amongst this target market. Such shows include *To All the Boys I’ve Loved Before* and *On My Block.* In addition to sponsoring shows, AEO will also add a new page on their application showcasing these product placements in the show. There will also be an option for customers to directly purchase these items. This advertising campaign will work alongside AEO current advertising campaign, #AExME.

1. Summary of advertising objectives

This advertising campaign will further brand awareness, build familiarity, and create new consumers of AEO. By showcasing AEO’s products in popular Netflix shows of our target market, new customers will become familiar with our brand and products. After connecting to the products the actors and actresses are displaying, consumers will feel a need to shop for the looks they have grown familiar to on their favorite shows. With the addition to the AEO’s app, consumers will easily be able to purchase products and eventually become regular and loyal AEO customers. Working along with the existing AEO advertising campaign, this campaign will be able to further set AEO apart as a well-establish and trusted brand with good quality, affordable prices, and a supporter of self-expression.