

A photograph of a modern, curved building facade with a white grid pattern and vertical windows. A large, dark, curved sign is mounted on the building, featuring the text 'JOHN LEWIS & PARTNERS' in white, sans-serif capital letters. The sign is composed of several vertical panels. The sky is clear and blue.

JOHN
LEWIS
& PARTNERS

PV240 Service marketing intro

Ema Liptáková, Samrawit Fentaye Abebe, Dominika Rybárová, Helen Bire Yesuf

The left side of the slide features a dark grey background with three vertical black bars of varying heights. The tallest bar is on the far left, followed by a shorter one, and then a medium-height one.

JOHN LEWIS & PARTNERS

- High-end department stores
- 52 locations
- United Kingdom and Ireland
- 3.78 billion £

A photograph of a John Lewis store entrance, showing the large illuminated sign above the glass doors. The interior of the store is visible through the glass, and a person is walking past in the foreground. The image is dimmed to serve as a background for the text.

John Lewis

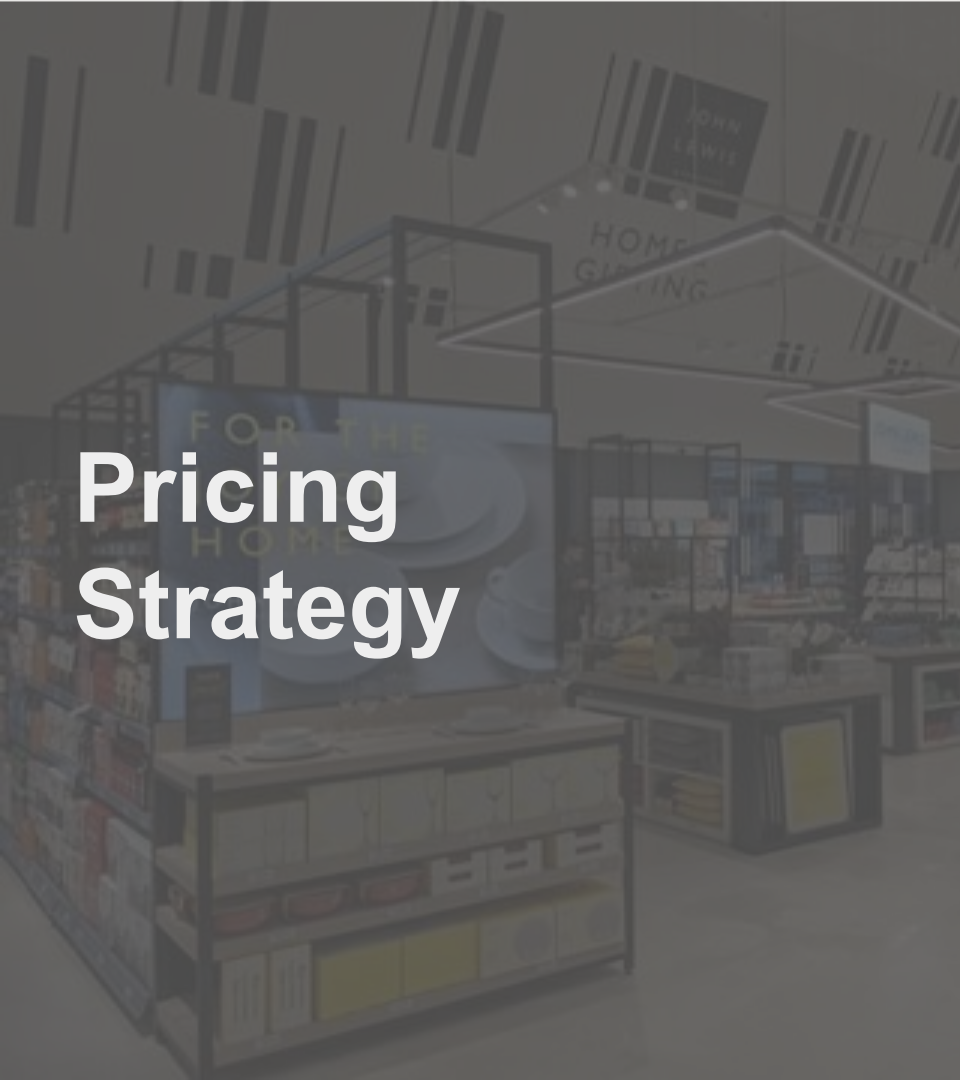
John Lewis's Unique Approach

- "Never Knowingly Undersold"
- Annual Christmas advert



Marketing Strategy

- Product
- Price
- Place
- Promotion



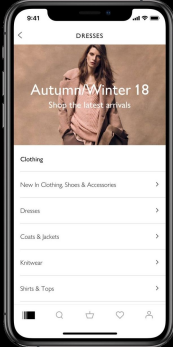
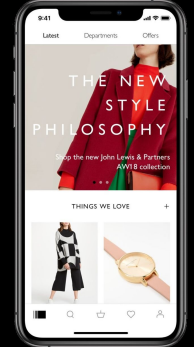
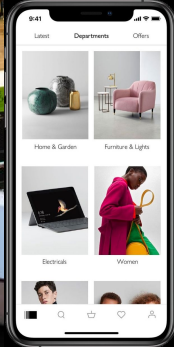
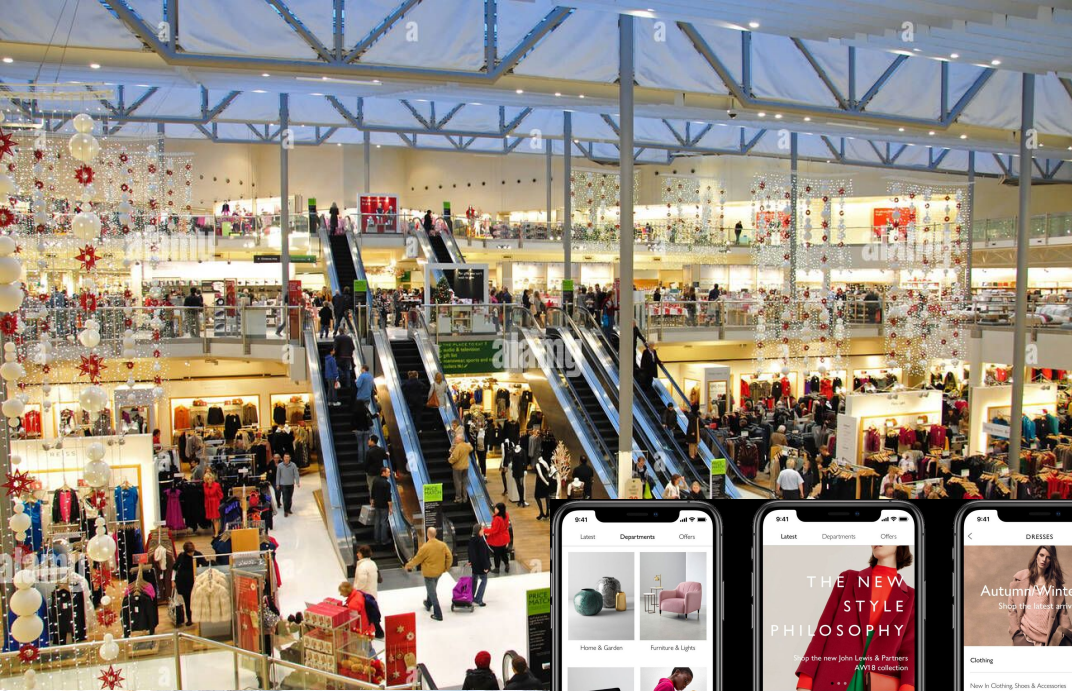
Pricing Strategy


- Fair pricing
- A competitive pricing strategy
- Price-monitoring team



Place Distribution

- Retail outlets
- E-commerce
- Smartphone application





Advertising Strategy

- Emotional storytelling
- The popular annual Christmas campaign
- Don't sell products, tell stories
- The sound tracks
- Consistency

A young girl with her hands clasped is looking at a penguin plush toy. The scene is dimly lit, creating a nostalgic atmosphere. The text 'Nostalgia Marketing' is overlaid in white on the left side of the image.

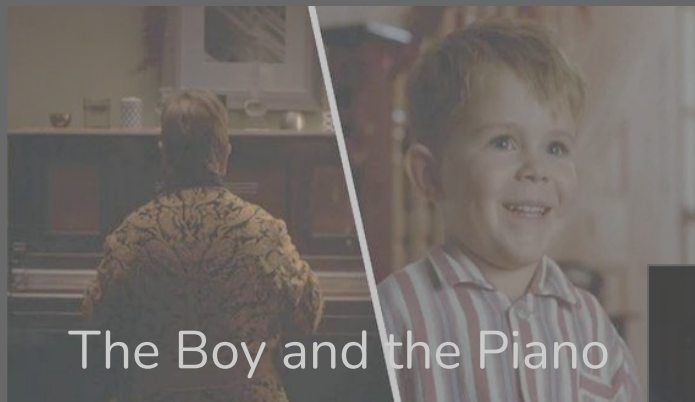
Nostalgia Marketing

- Mastering emotional connection with their audience
- Brand Stories

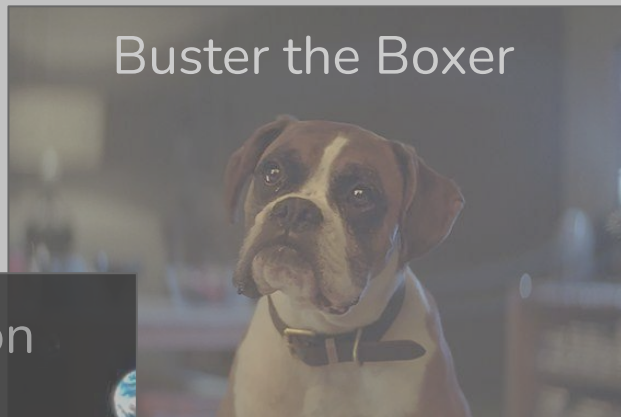


Adverts

- Shadows (2007)
- Clues (2008)
- The Feelings (2009)
- A Tribute to Givers (2010)
- The Long Wait (2011)
- The Journey (2012)
- The Bear and Hare (2013)
- Monty The Penguin (2014)
- The Man on The Moon (2015)
- Buster for The Boxer (2016)
- Moz The Monster (2017)
- The Boy & The Piano (2018)
- Excitable Edgar (2019)
- Give a Little Love (2020)
- An Unexpected Guest (2021)



The Boy and the Piano



Buster the Boxer



Man on the Moon



Monty the Penguin

JOHN LEWIS



The Long Wait

Sneak Peek



John Lewis Advert Message

“We want this campaign to be uplifting and to inspire everyone to give some kindness in their own way this Christmas, especially to those who need it most.”

- John Lewis & Partners



A man with a mustache and a dark sweater is looking towards the camera. He is standing in a living room decorated for Christmas. A Christmas tree with lights and ornaments is in the foreground, partially obscuring him. A teddy bear ornament is visible on the tree. In the background, there are curtains, a fireplace, and a kitchen area with cabinets. The overall scene is dimly lit, typical of an indoor Christmas setting.

Thank you for your attention.

Project distribution

Ema - company introduction

Samrawit - adverts analysis,
conclusion

Dominika - marketing strategy

Helen - advertising strategy
introduction

Resources

- <https://www.mbaskool.com/marketing-mix/services/17590-john-lewis.html>
- <https://www.johnlewis.com/customer-services/about-us>
- <https://www.statista.com/statistics/420216/john-lewis-revenue-uk-united-kingdom/>