



SMART &
CONNECTED

LUXURY
WORKPLACE

MAY 2018





Join the workplace conversation

The workplace brings together an affluent audience of like minded talent, 8+ hours daily, 5 days per week. This familiar environment of people & space creates a real world social network.



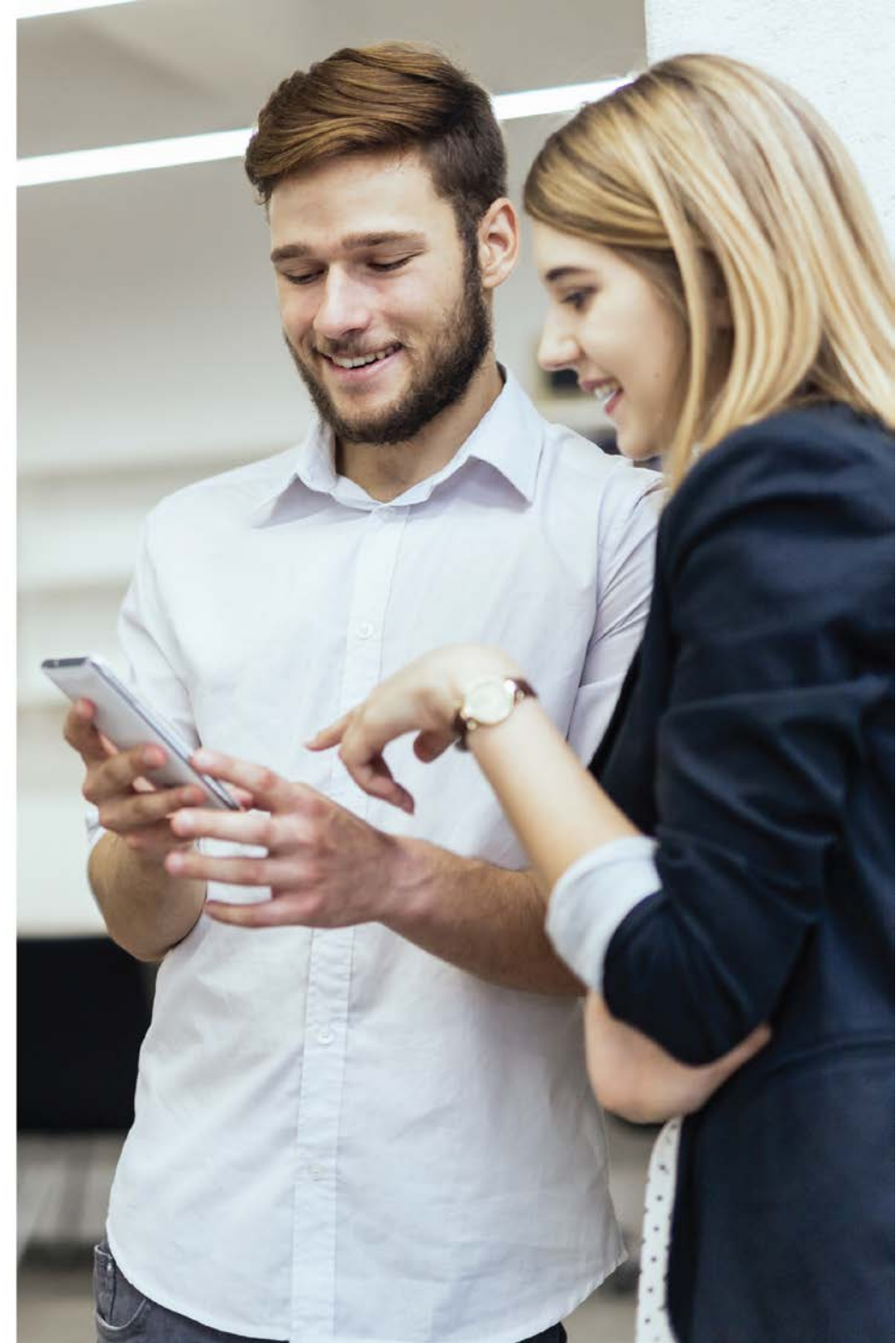
Working makes you feel good and more **receptive to advertising.**



Today's workplace is a real life social network, where personal & brand **experiences are shared.**



This environment of social influence ensures the workplace audience **take action** within or around their workplace.





A POSITIVE ENVIRONMENT
FOR **LUXURY BRANDS**





A POSITIVE ENVIRONMENT FOR **LUXURY BRANDS**



Feel happy/confident when they **buy a luxury product**



Buy luxury brands because of their **superior quality**



Feel **it is important** to buy the latest trend/fashion





A FAMILIAR PLACE WHERE
LUXURY BRAND EXPERIENCES MATTER



A FAMILIAR PLACE WHERE LUXURY BRAND EXPERIENCES MATTER

69%

Share **brand experiences** with
a colleague

77%

Have been influenced by a
colleague's luxury **brand
recommendation**

42%

Agree their **friends/colleagues
notice** when they buy a
luxury product





**ACTIVELY LOOKING FOR THEIR
NEXT LUXURY BRAND PURCHASE**





ACTIVELY LOOKING FOR THEIR NEXT LUXURY BRAND PURCHASE



Look at a luxury brand/retailer website **during work hours**



Research & purchase luxury brands **during work hours**



Prefer to shop at Luxury brand stores in **West End & The City**

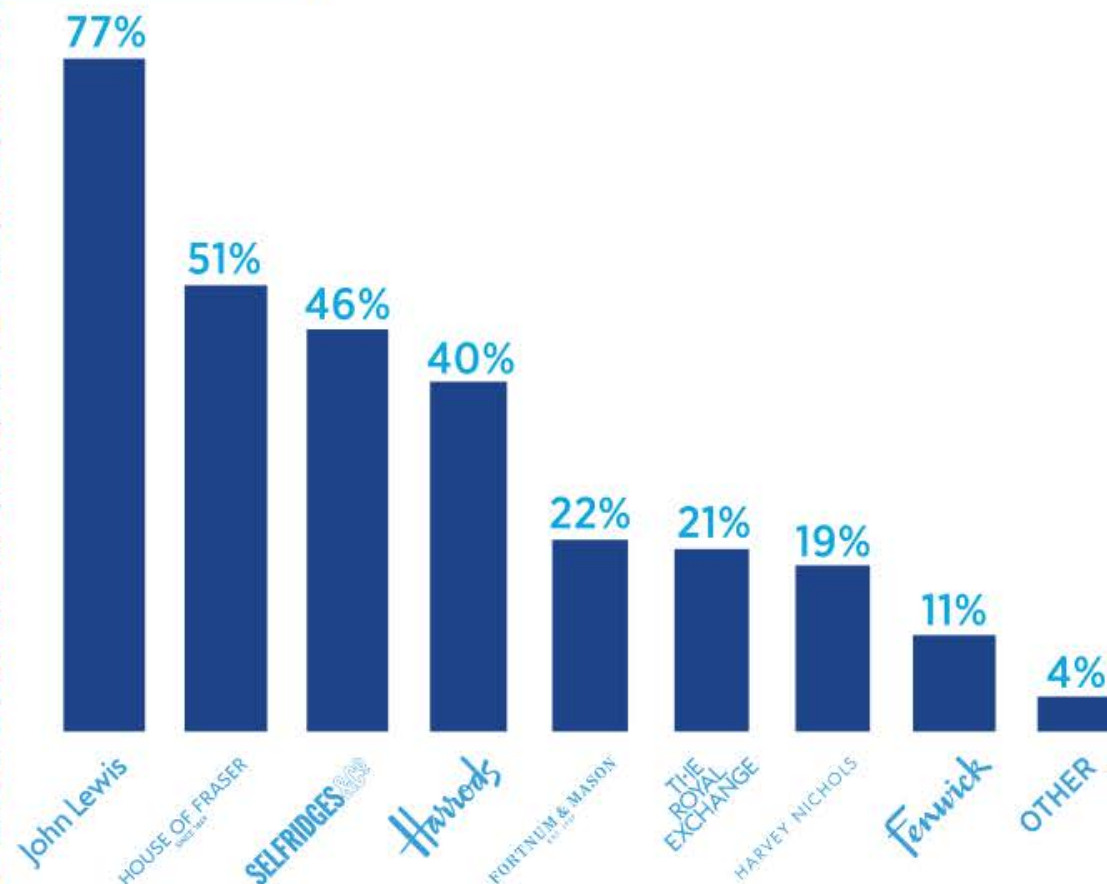


If visiting a luxury store, please indicate which areas of Central London you would travel to:



PREFERRED AREA & SHOPS

Please indicate if you can recall visiting any of the following luxury department stores during the past 3 months:





POPULAR LUXURY BRAND PURCHASE TYPES



Spend approx **£300** on average
on luxury purchase



Are likely to make a luxury
purchase on sale



Make a luxury purchase **every**
1-3 months







APPAREL & FOOTWEAR



TOP 10 LUXURY BRANDS

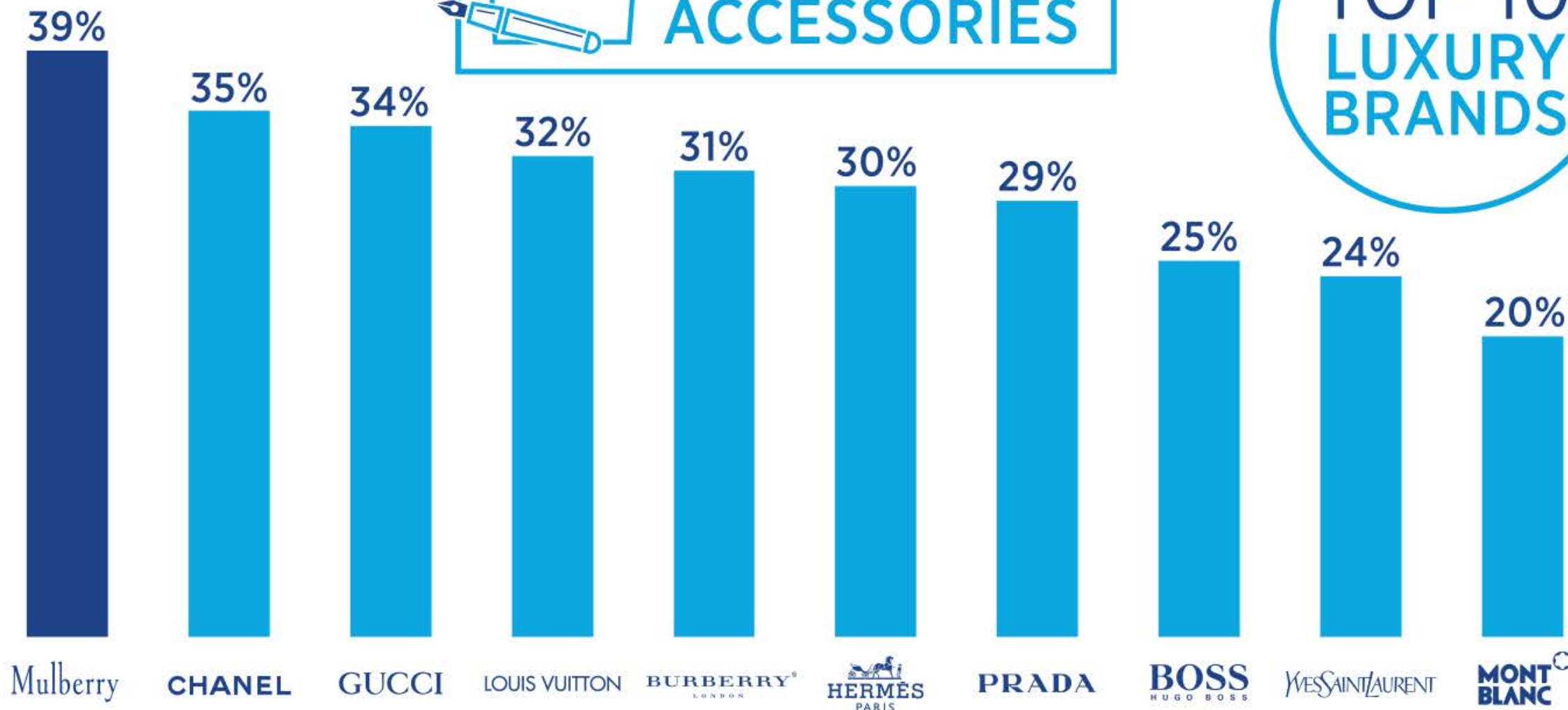


Q-Which of the following luxury apparel/footwear brands would you consider purchasing?



BAGS & ACCESSORIES

TOP 10
LUXURY
BRANDS



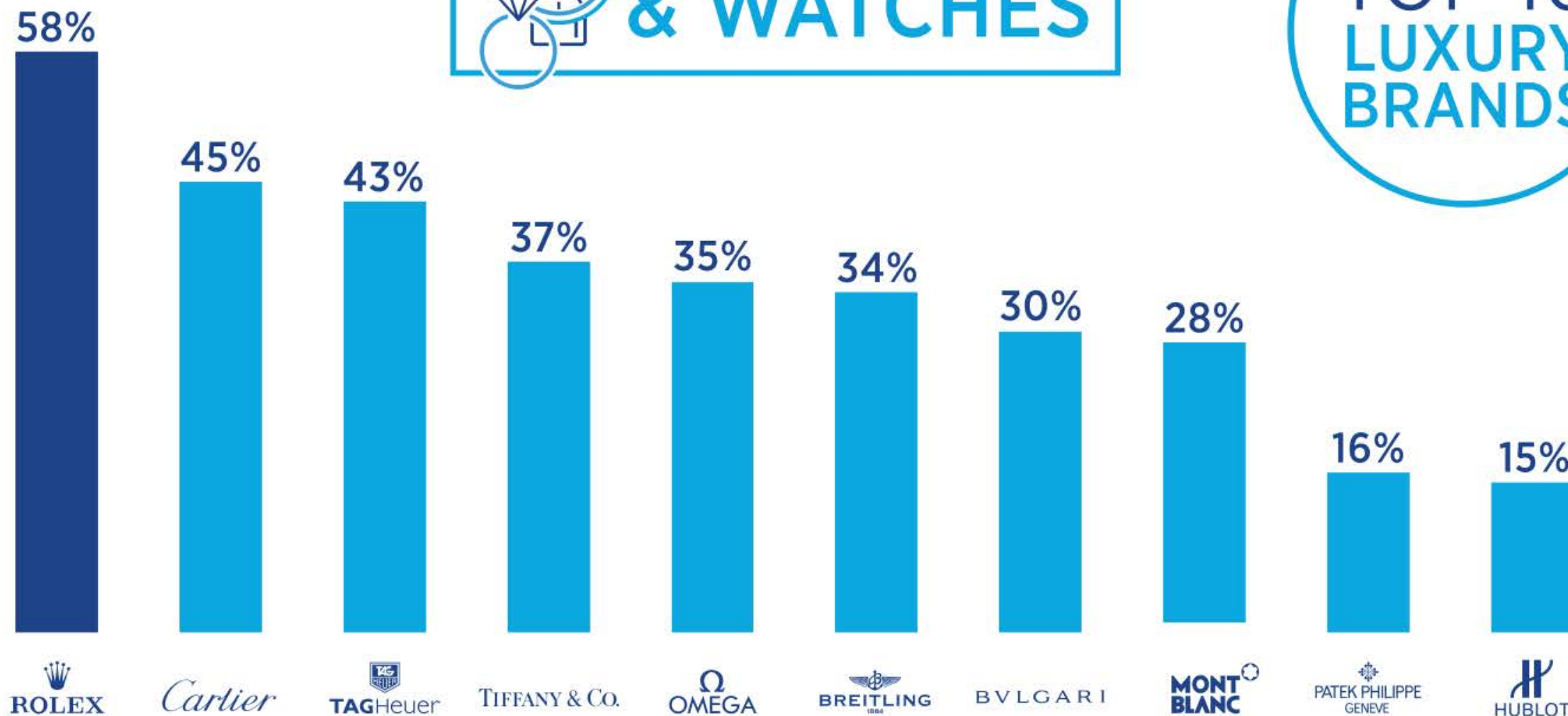
Q-Which of the following luxury bags/accessories brands would you consider purchasing?



JEWELLERY & WATCHES



TOP 10 LUXURY BRANDS

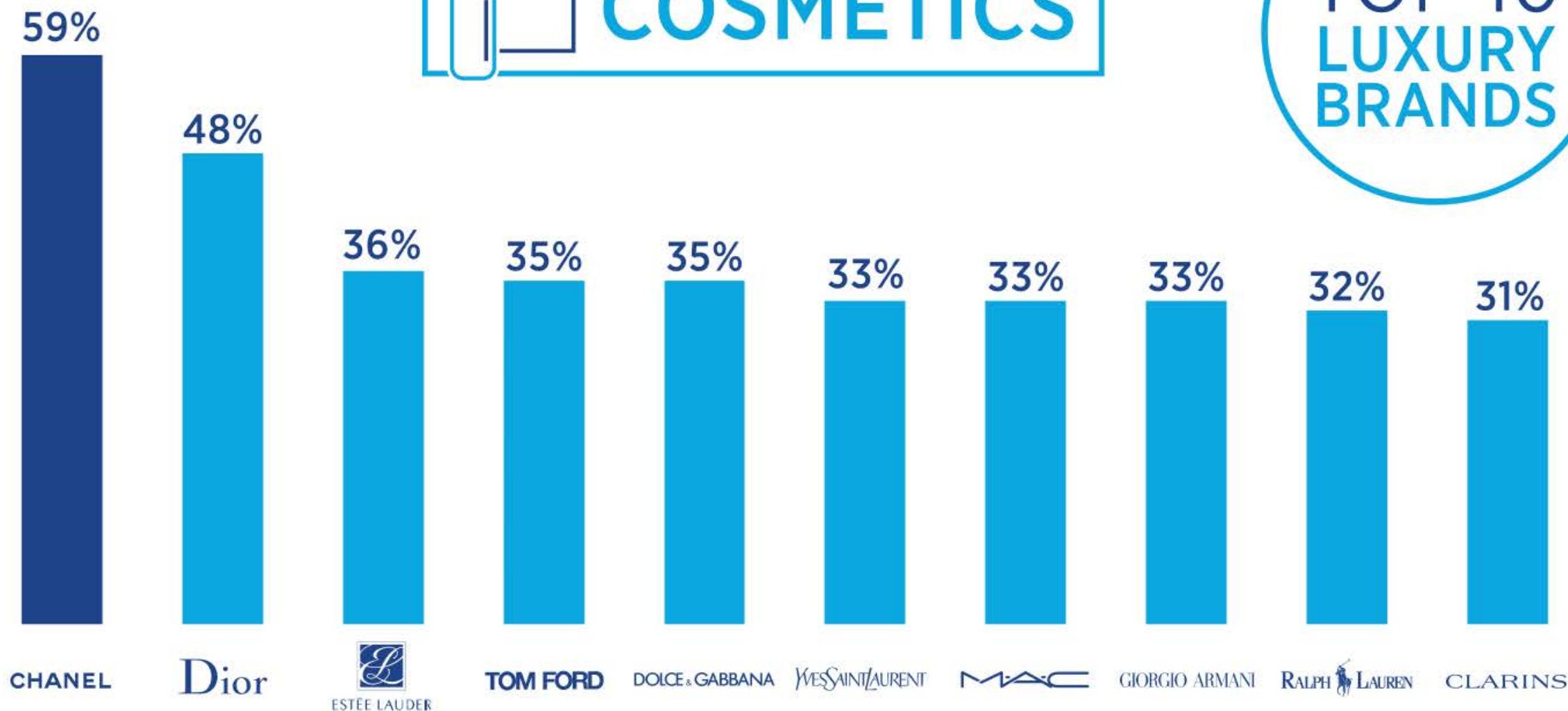


Q-Which of the following luxury jewellery/watch brands would you consider purchasing?



FRAGRANCE & COSMETICS

TOP 10
LUXURY
BRANDS



Q-Which of the following luxury fragrance/cosmetic brands would you consider purchasing?



Q-Which of the following luxury hotel brands would you consider staying in?



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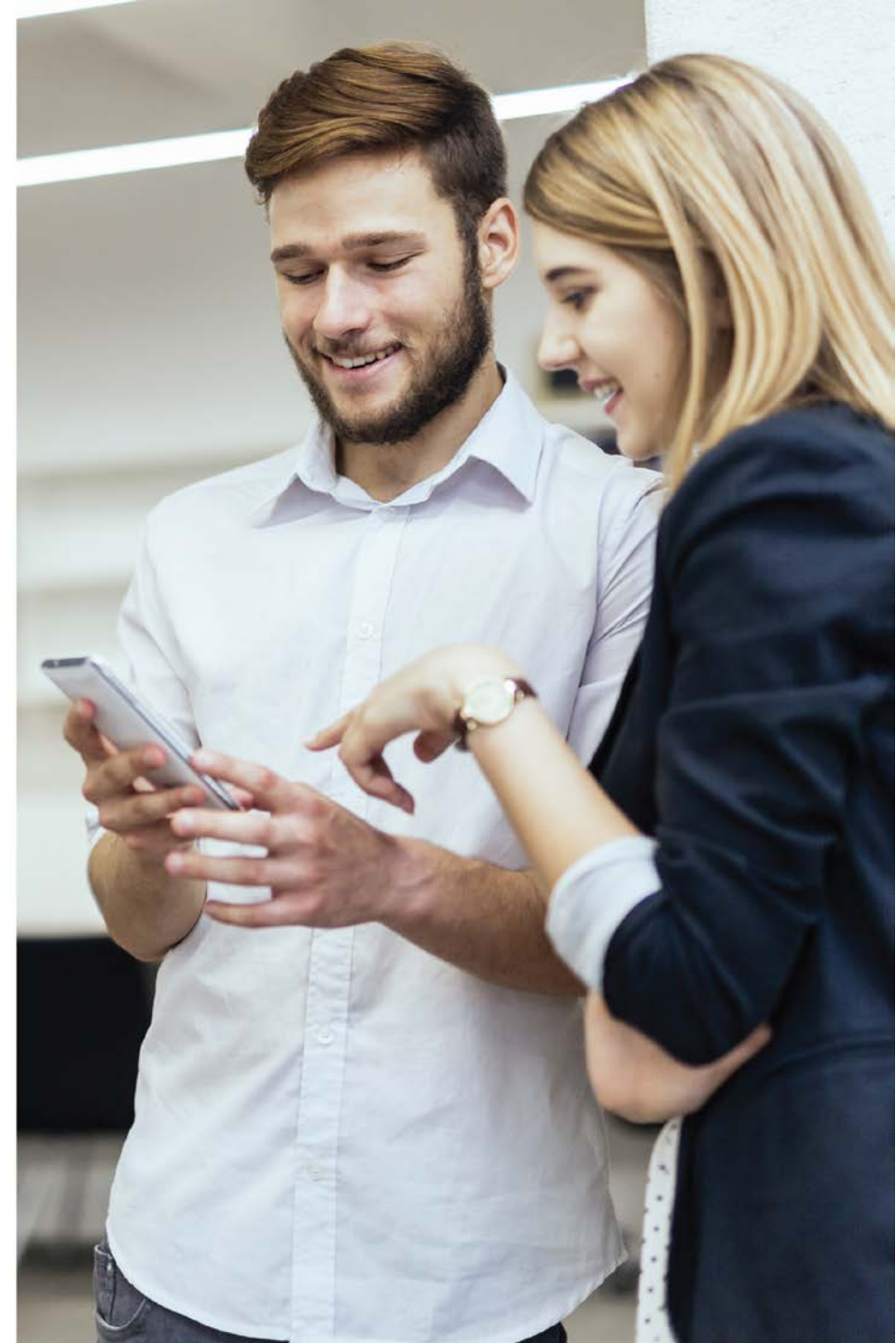
70% feel happy/confident when they **buy a luxury product**



69% **share luxury brand experiences** with a colleague



59% Research & purchase luxury brands **during work hours**





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