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Brand Communication Strategy

Balenciaga: Innovation and Disruption

Advertising Formats Overview



Advertising Formats

Overview of Balenciaga's diverse strategies

Balenciaga employs a variety of **advertising formats** including digital, print, broadcast, covert, and outdoor to effectively reach and engage its target audience across multiple platforms.



Digital First Strategy



Digital Strategy

Embracing Surreal Content and Virality

Balenciaga's **innovative approach** leverages Instagram resets and TikTok virality, focusing on surreal content that challenges traditional marketing and engages audiences through unexpected, provocative visuals.



Print and Outdoor Advertising



Its Different Campaign

Balenciaga's Playful Take on Advertising

This campaign draws inspiration from Apple ads, utilizing **tongue-in-cheek slogans** and magazine-style visuals to create a distinct and memorable branding narrative.



Broadcast and Immersive Shows



Broadcast Shows

Exploring Balenciaga's innovative media strategies

Balenciaga's engagement through unique formats like **The Simpsons short film** and the Afterworld video game show exemplifies their trendsetting approach in fashion and media integration.



Covert and Guerrilla Marketing



BALENCIAGA

IKEA Frakta Bag

A Bold Marketing Gesture by Balenciaga

Balenciaga's homage to the iconic IKEA Frakta bag generated **over one billion impressions**, leveraging celebrity endorsements like Kim Kardashian to amplify its cultural impact and visibility.



How Balenciaga Generates Publicity



Publicity Strategies

Balenciaga's Approach to Cultural Disruption

Balenciaga employs **shockvertising** and cultural provocation to create viral product designs, leveraging celebrity ambassadors to amplify their influence and reach diverse audiences effectively.



Conclusion

Balenciaga's Future Responsibility

