
Retail Apparel Industry

September-October, 2016

Executive Summary

- In this report, we have benchmarked the online editorial media and social media conversations around top 5 players in the Retail Apparel Industry.
- In online editorial media, we have analysed the volume, reach and the tonality of the coverage. We have also called out the top stories around the companies.
- Social media is of increasing importance in the retail industry as customers choose to directly interact with the brand.
- Customized reports can also be made to benchmark marketing campaigns amongst competitors and formulate business strategies.

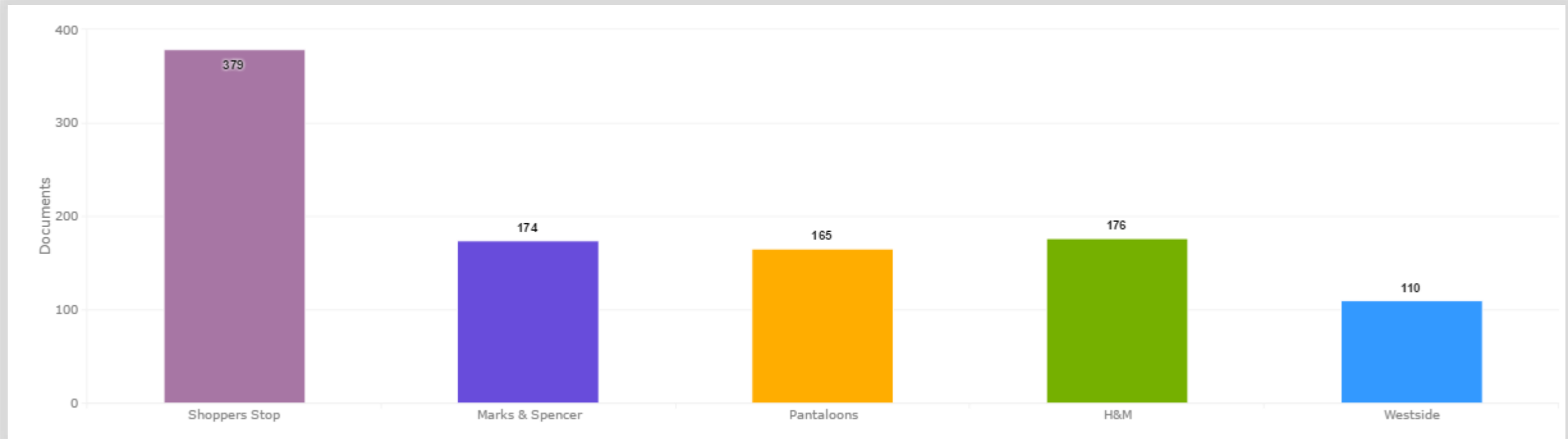


Online Media Analysis

Media Exposure

Media Exposure provides insight into how coverage for the top retail companies is trending over time in online media.

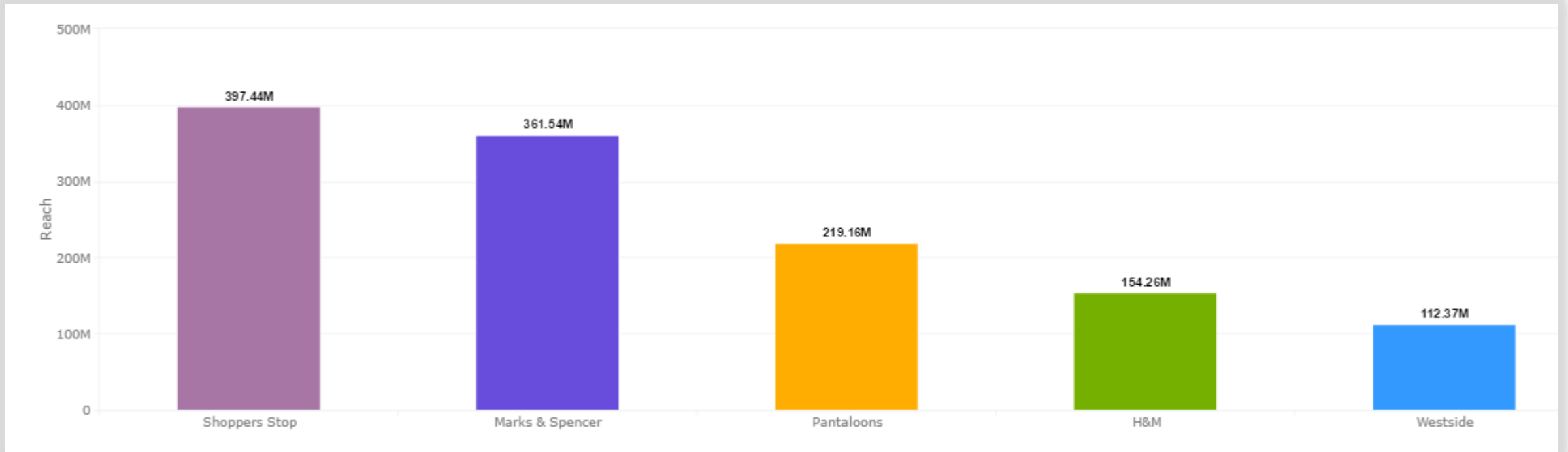
Shoppers Stop and Marks & Spencer got the highest mentions.



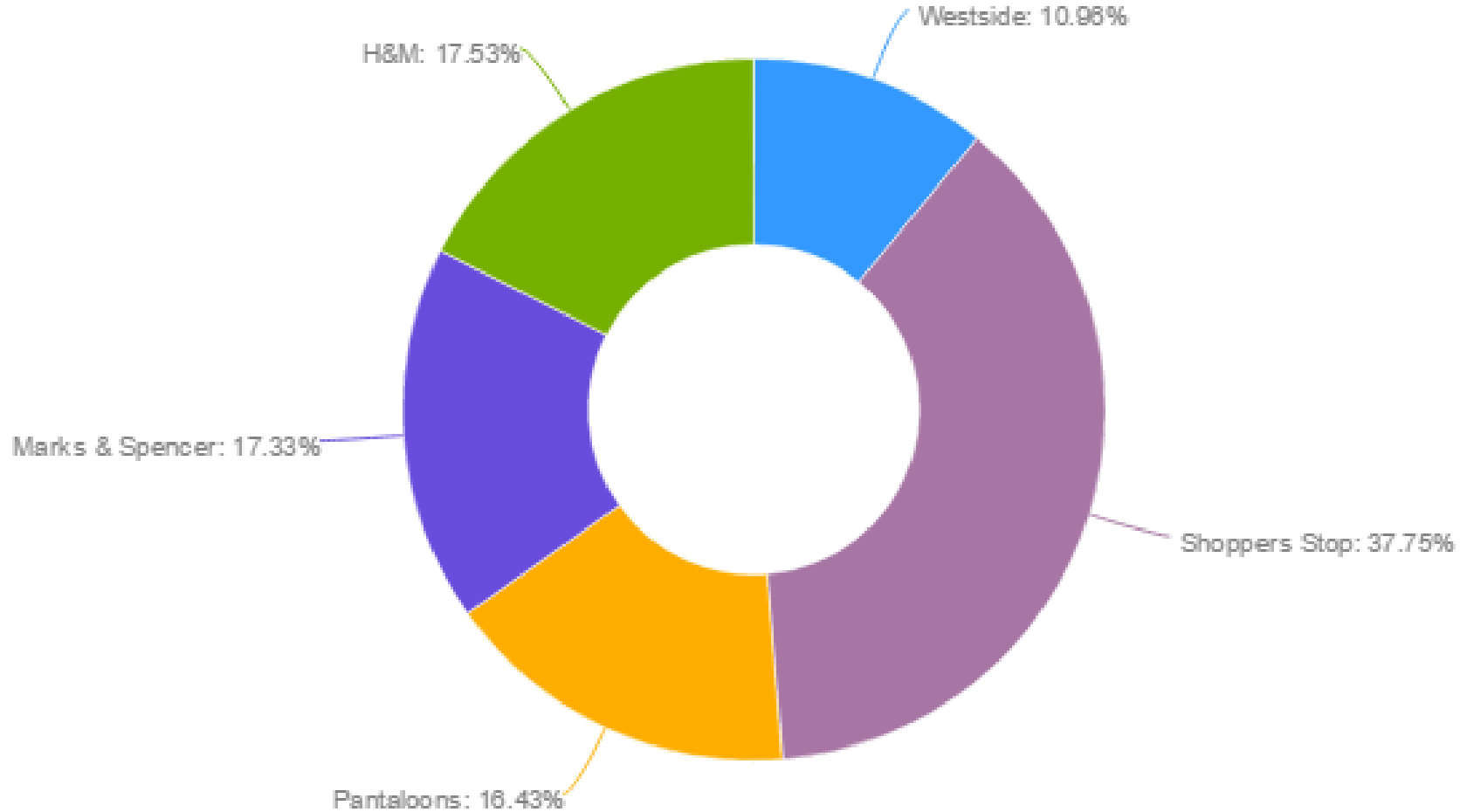
Potential Reach (In Million)

Potential Reach gives the number of potential viewers that have been exposed to a brand, product, event or topic.

Marks & Spencer and Shoppers Stop got the highest reach during the specified period owing to being mentioned in publications with high potential reach like TOI, Economic Times, Money Control, Business Standard etc.

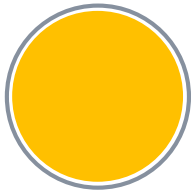
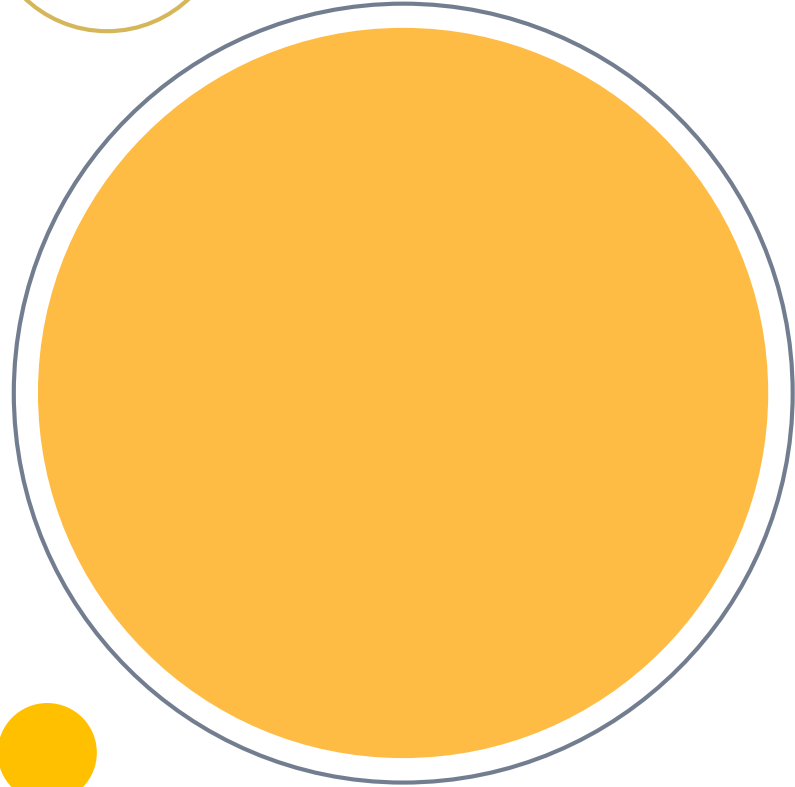
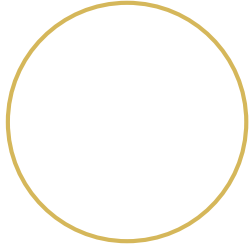


Share of Voice



Share of Voice provides insight into how much media coverage a brand or product gets relative to its competition





Shoppers Stop

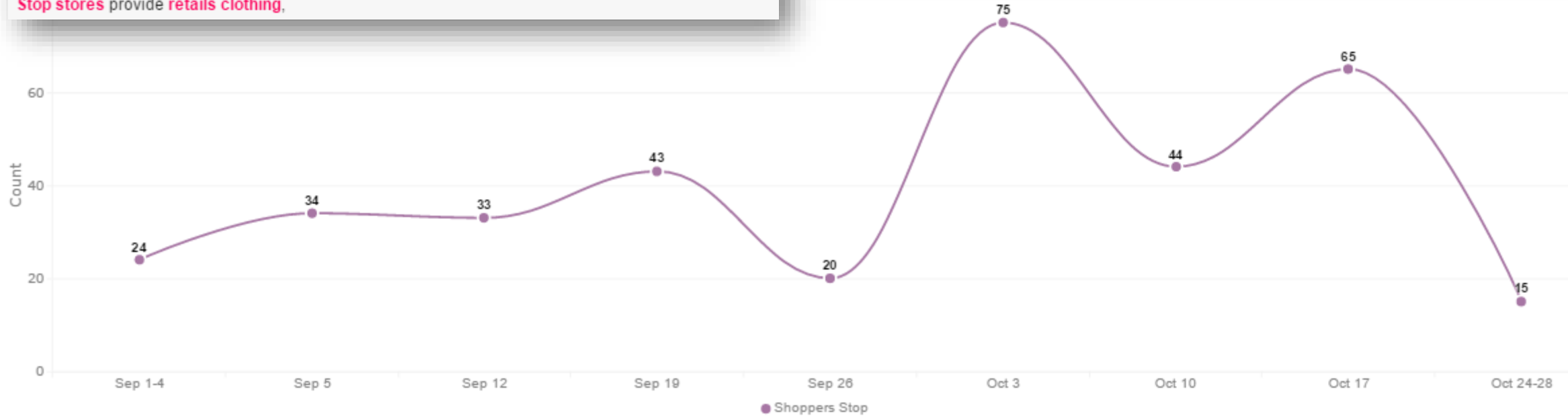
Media Exposure Breakdown

Real Time News Devika Nithin · IND · Oct 5 · 12:21 pm

Shoppers Stop opens new MAC, Mothercare outlets

Indian retailing company Shoppers Stop Ltd. said it has opened one 'M.A.C.' door at New Delhi International Airport and one shop-in-shop...

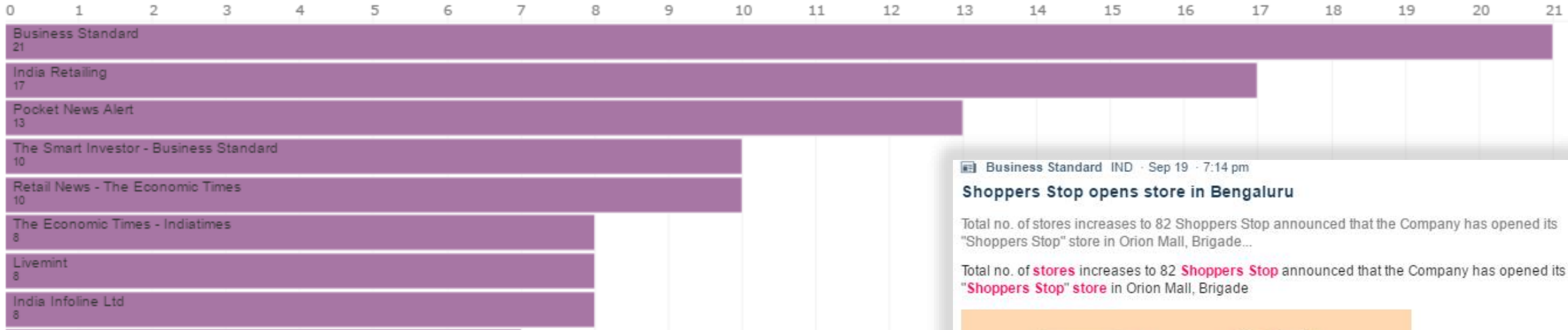
stores under the name "Shoppers' Stop" in India. It has services across 35 cities in India. Shoppers Stop stores provide retails clothing,



The chart shows the weekly breakdown of the media coverage around Shoppers Stop. The peak was seen around opening of a new store & Diwali offers.



Top Publications by Volume



Business Standard IND · Sep 19 · 7:14 pm

Shoppers Stop opens store in Bengaluru

Total no. of stores increases to 82 Shoppers Stop announced that the Company has opened its "Shoppers Stop" store in Orion Mall, Brigade...

Total no. of stores increases to 82 Shoppers Stop announced that the Company has opened its "Shoppers Stop" store in Orion Mall, Brigade

Business Standard

India Retailing Indiaretailing Bureau · IND · Sep 19 · 6:37 pm

Raymond, Shoppers Stop, Spar, Myntra, Croma, others in Nominees announced for IRTA 2016

IMAGES Group has announced the nominees for the second annual IMAGES Retail Tech Awards, scheduled to presented on September 21, 2016 at...

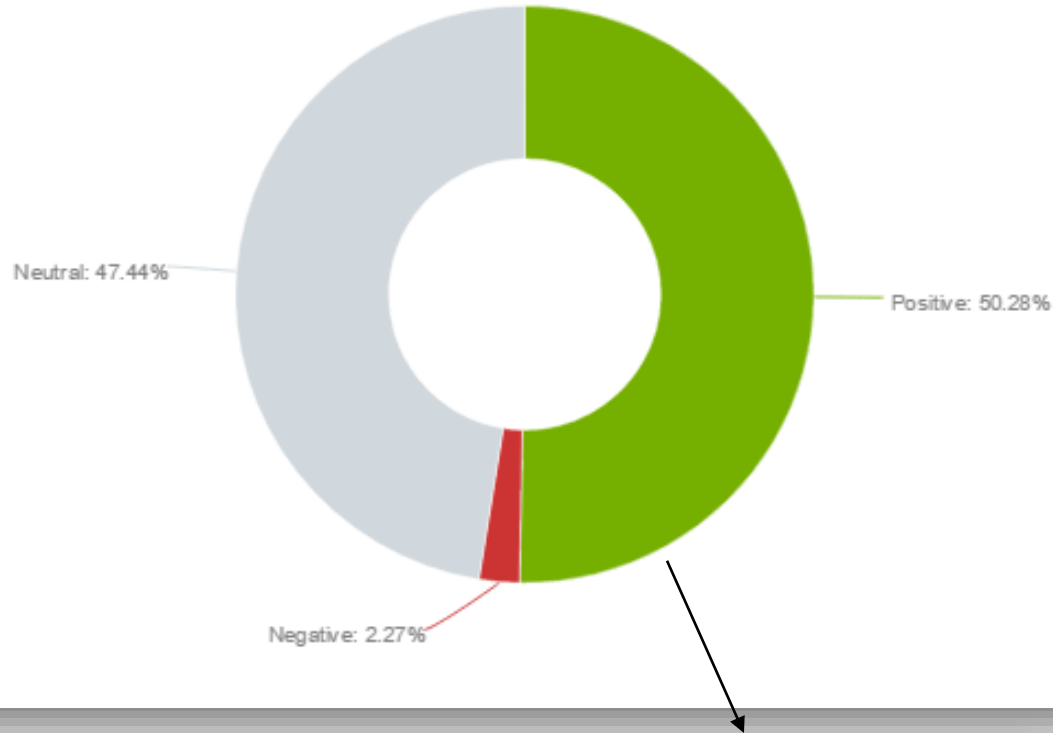
the Year Adidas Shoppers Stop The Mobile Store SPAR IMAGES Most Admired Loyalty Programme of the Year Celio The Beer Café Shoppers Stop



Trending Themes



The chart shows the most frequently occurring words around Shoppers Stop. The size of the font represents the frequency of the words.



India Retailing Indiaretailing Bureau · IND · Sep 19 · 6:37 pm

Raymond, Shoppers Stop, Spar, Mynta, Croma, others in Nominees announced for IRTA 2016

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the Year Adidas **Shoppers Stop** The Mobile **Store** SPAR IMAGES Most Admired Loyalty Programme of the Year Celio The Beer Café **Shoppers Stop**

Livemint Pallavi Pengonda · IND · Oct 9 · 11:12 pm

Retail: firms struggle with weak demand

Limited signs of a pickup in demand indicate downside risks to FY17 sales growth and, in turn, earnings, say analysts

Retail firms **Shoppers Stop** Ltd, Titan Co. Ltd and Bata India Ltd struggled in the June quarter as customers held on to their wallets. For



Reach 2M

Negative

The pie chart shows the sentiment around Shoppers Stop. The tonality of the coverage was primarily positive. However, some negative mentions were also seen.





Marks & Spencer

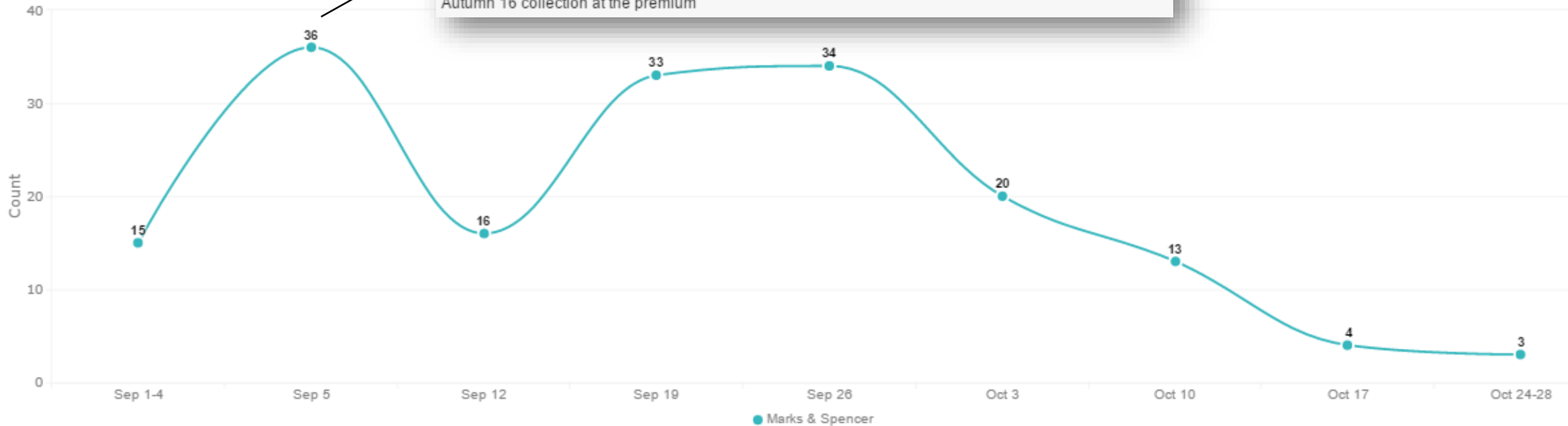
Media Exposure Breakdown

HT Syndication IND · Sep 9 · 9:29 am

M&S brings Aditi Rao Hydari to launch Autumn 16' collection in Noida

New Delhi [India], Sept. 9 – Bollywood actress Aditi Rao Hydari launched the Marks & Spencer (M&S) Autumn 16 collection at the premium...

New Delhi [India], Sept. 9 – Bollywood actress Aditi Rao Hydari launched the **Marks & Spencer** (M&S) Autumn 16 collection at the premium



The chart shows the weekly breakdown of the media coverage around Marks & Spencer. Launch by Aditi Rao Hydari led to hike in coverage..



Top Publications by Volume



Retail News - The Economic Times IND · Oct 7 · 3:54 pm

'Indian women becoming more discerning in lingerie choices'

When it comes to picking intimate wear, Indian women are becoming more discerning in their choices and much more demanding, said Soozie...

first bra. New **Delhi**, The real joy of lingerie comes when women don't play by any rules, says British fashion brand **Marks & Spencer's** lingerie

The Economic Times - Indiatimes Shadma Shaikh · IND · Sep 1 · 9:18 am

Apparel makers find a perfect fit in tech startups - The Economic Times

BENGALURU: There are many startups in the consumer retail space that help consumers buy the right apparel from them. But, beyond discovery.....

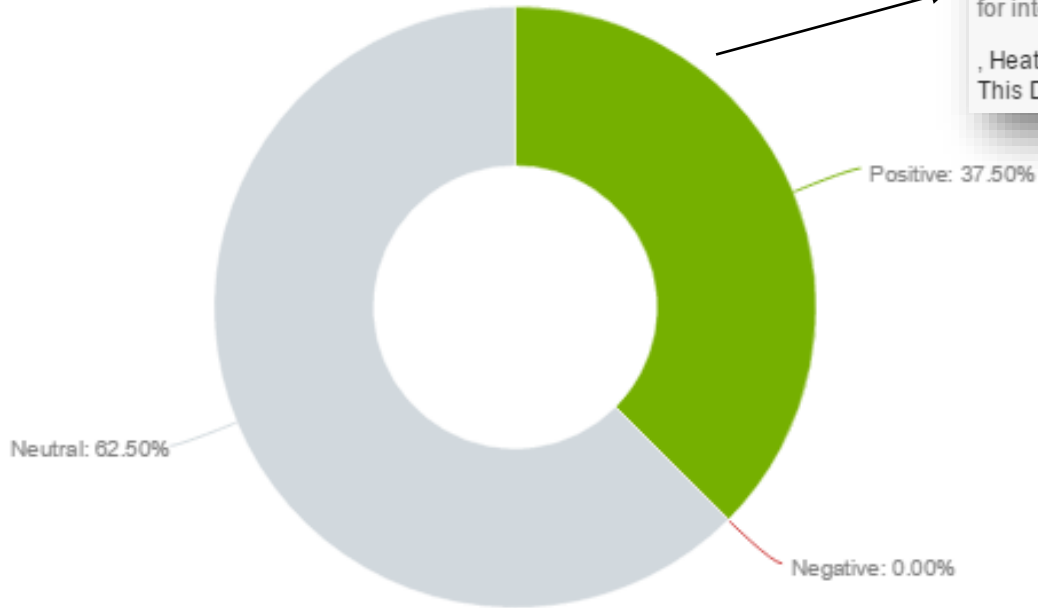
. MAS Holdings, which manufactures and exports to global labels like Nike, **Marks & Spencer** and Victoria's Secret, uses the platform to cut



Trending Themes



The chart shows the most frequently occurring words around Marks & Spencer. The size of the font represents the frequency of the words.



Times of India (Mumbai) IND · Oct 20 · 6:10 am

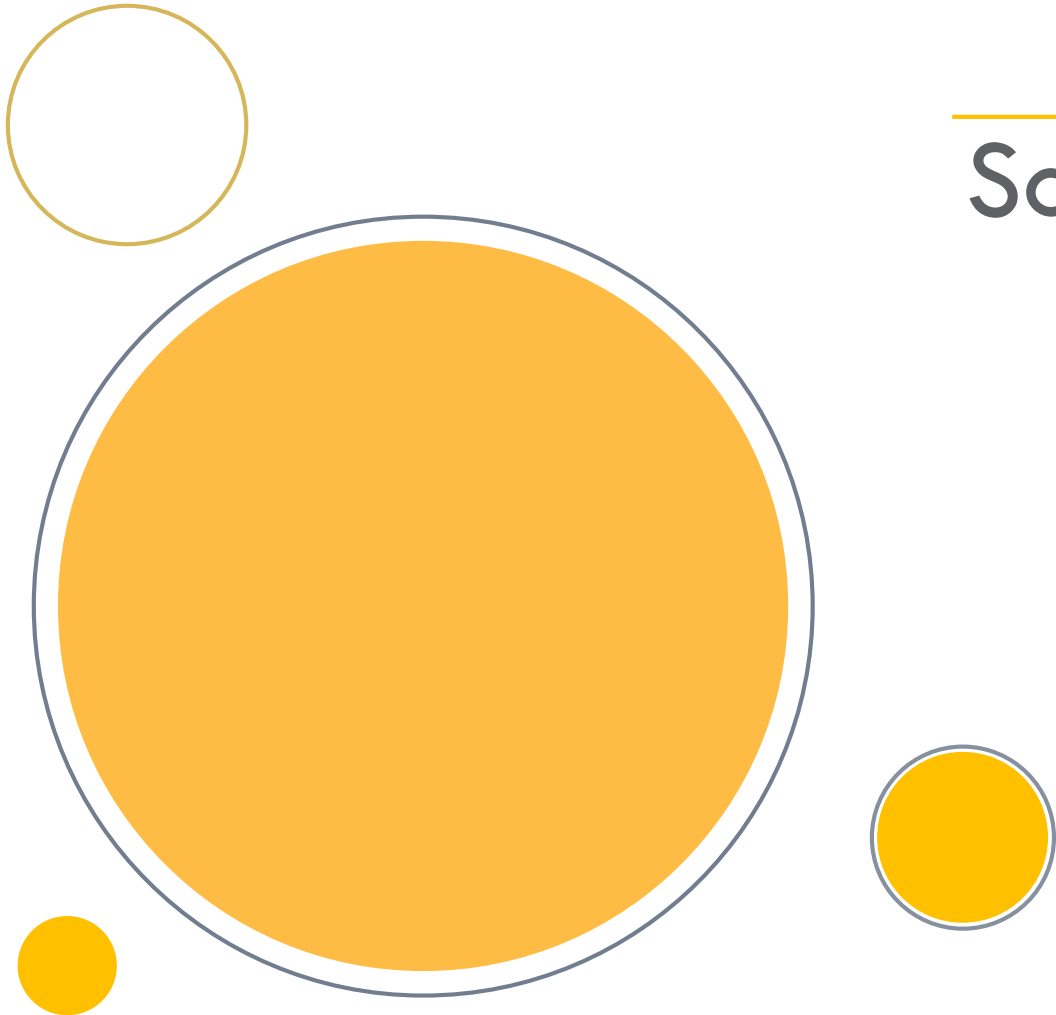
Gear up for some festive shopping

Phoenix Marketcity is all set to give you the best retail experience this season Whether you're looking for international luxury...

, Heatwave, Charles & Keith, apparel brands like Promod, Ed Hardy , **Marks & Spencer** and many more. This Diwali, the mall is all set to turn

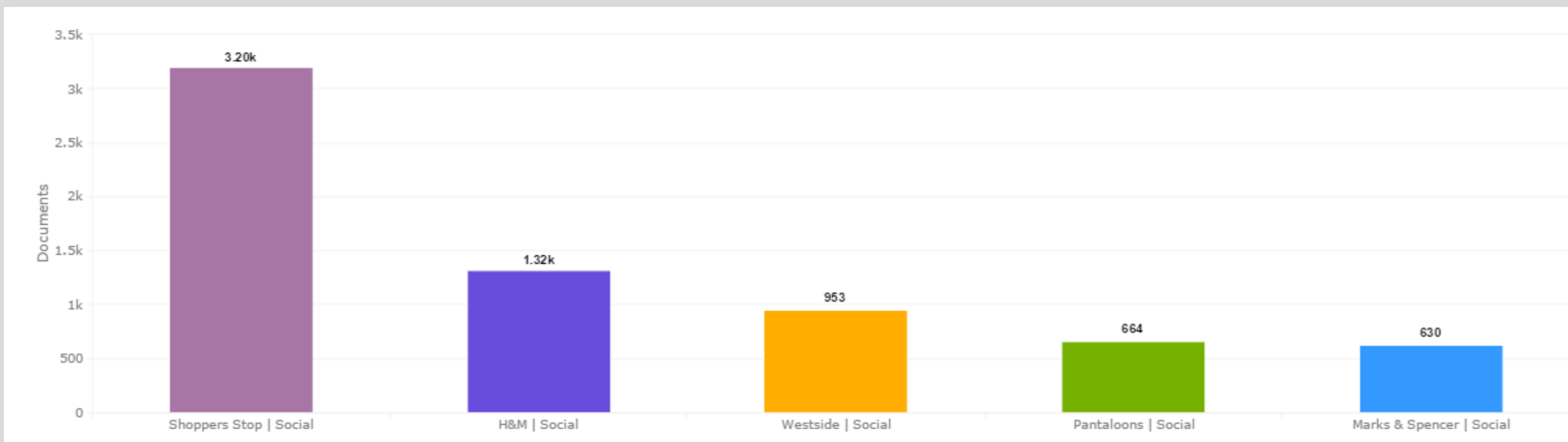
The pie chart shows the sentiment around Marks & Spencer. The tonality of the coverage was primarily neutral. No direct negative coverage was seen.

Social Media Analysis



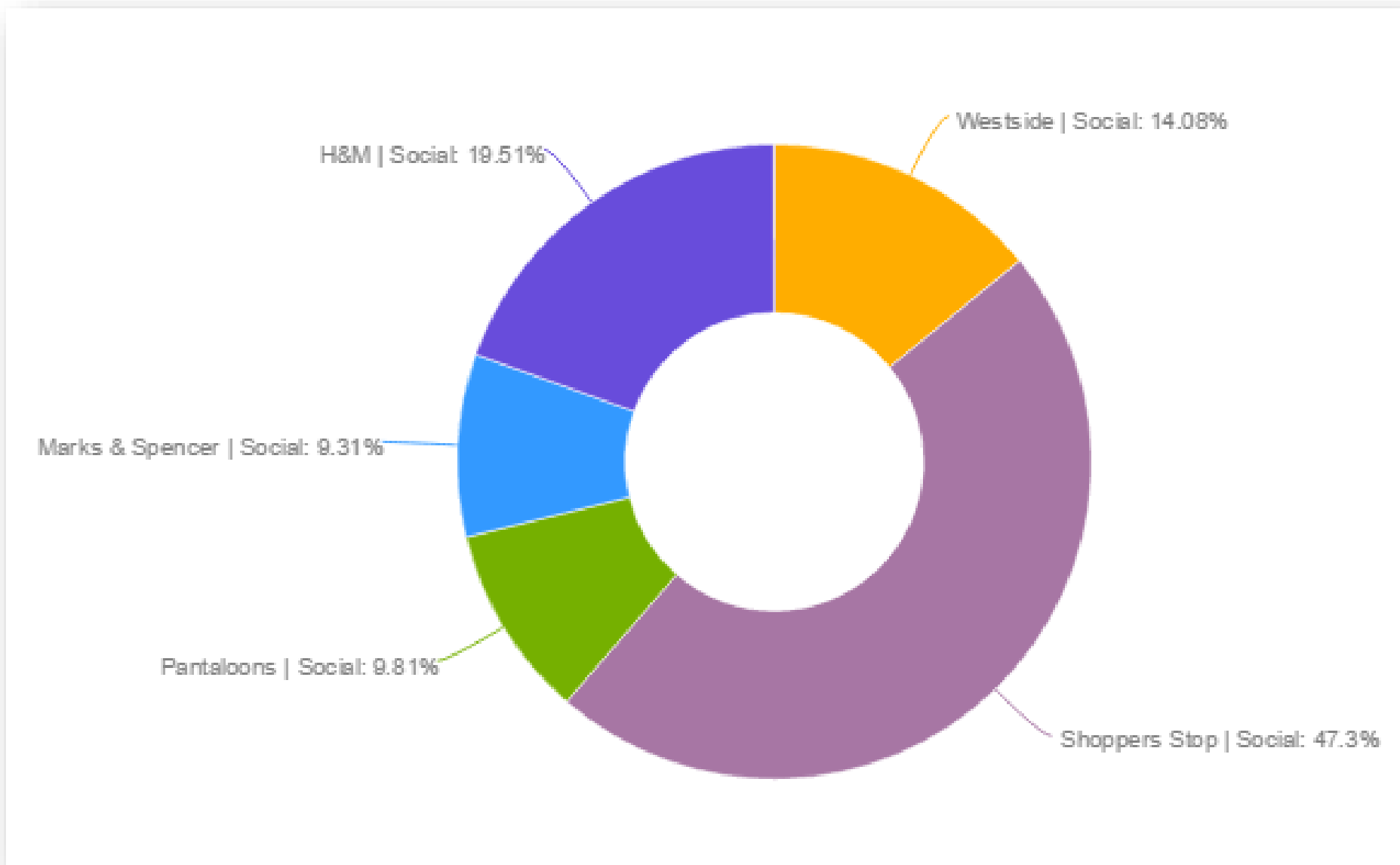


Volume



The graph shows the social media coverage around the various players in the Industry. Shoppers Stop is creating the most buzz when it comes to Social Media.

Share of Voice



Share of Voice provides insight into how much media coverage a brand or product gets relative to its competition

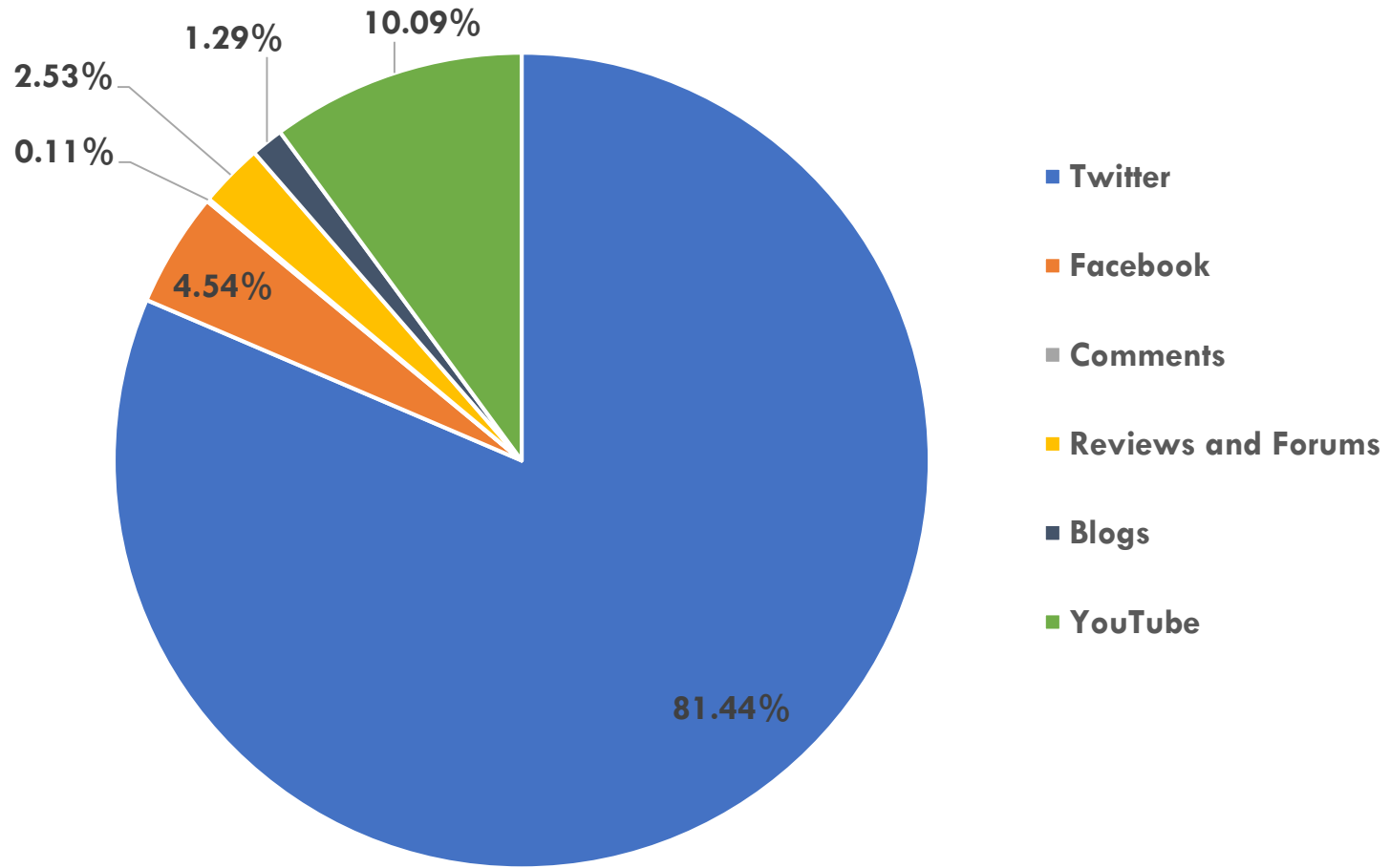
Industry Word Cloud



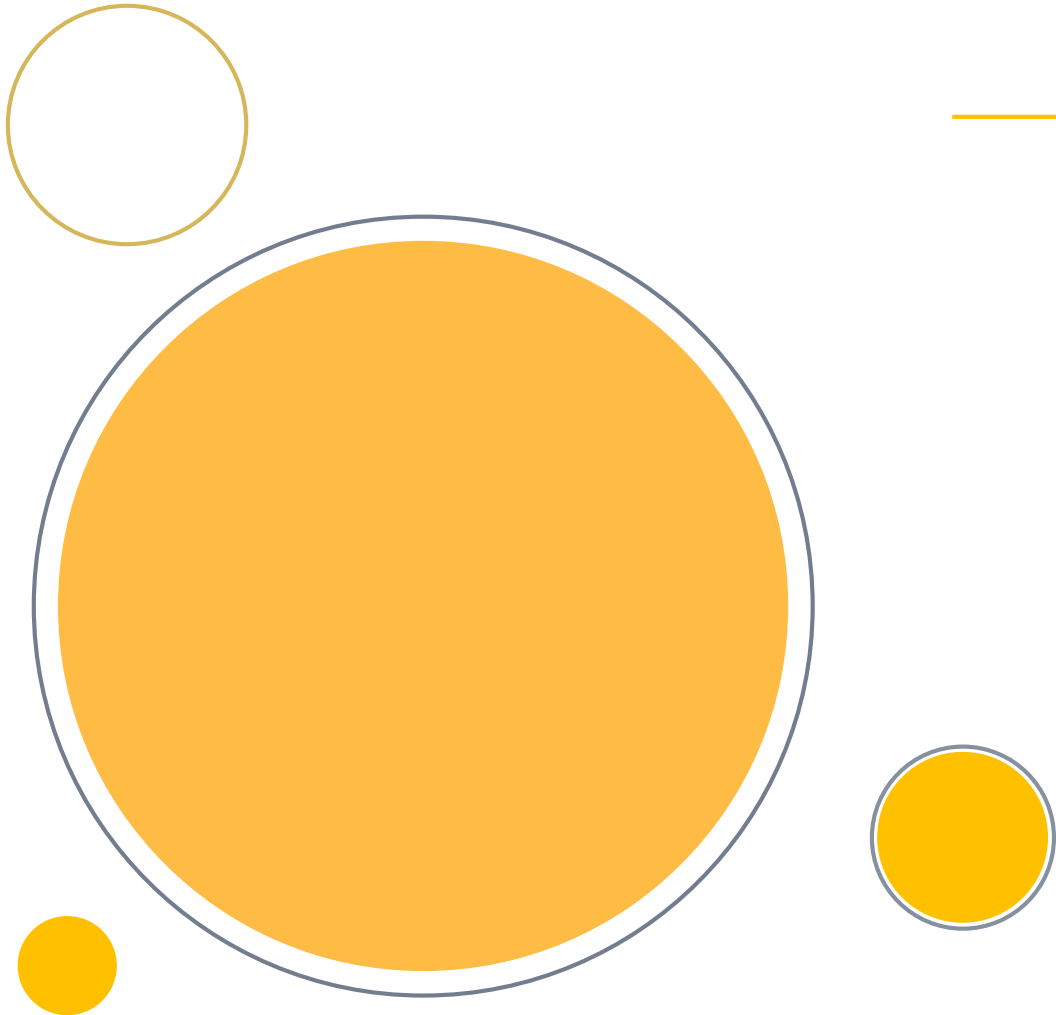
The chart shows the most frequently occurring words around the Retail Industry.



Industry Channel Split



Shoppers Stop



Media Exposure Breakdown



Shoppers Stop
@shoppersstop



Follow

We are overwhelmed with your responses. Our birthday was made more special by all who participated. Contest stands closed now!
[#Happy25thSS](#)

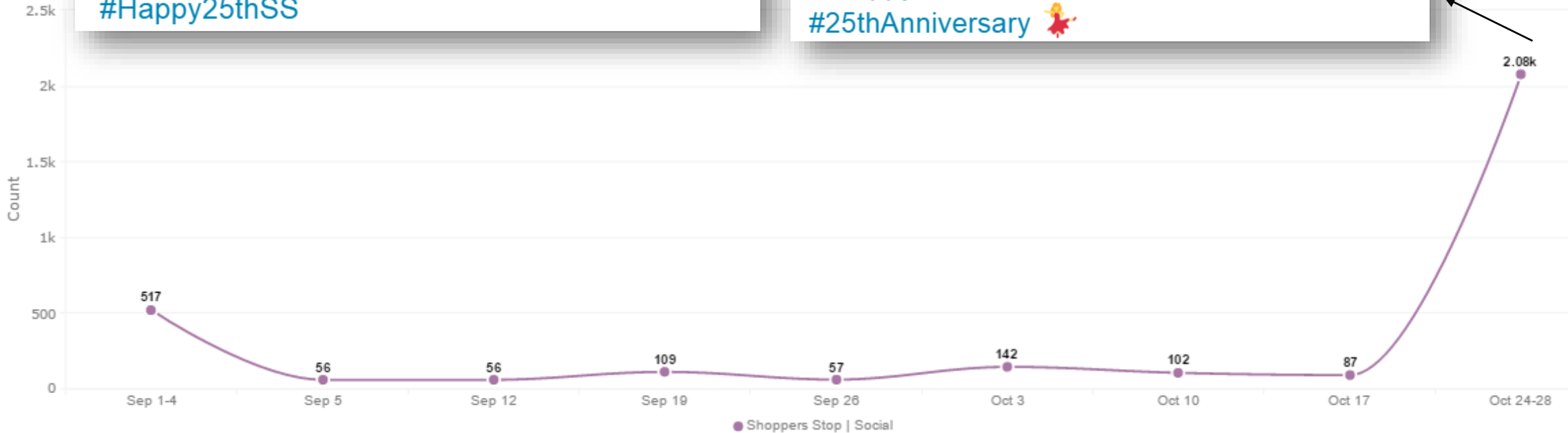


Roshni
@RoshniM79



Follow

[@shoppersstop](#) Thanku so much team... Answered it all!!
[#Happy25thSS](#)
[#25thAnniversary](#)

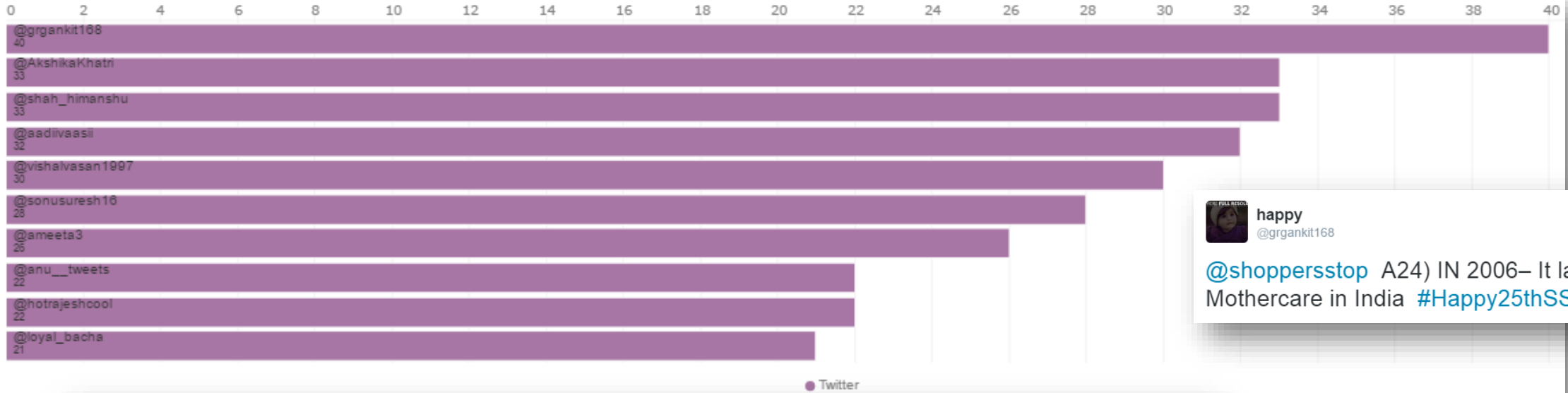



The chart shows the weekly breakdown of the social media coverage around Shoppers Stop. A lot of posts were seen around 25th anniversary of Shoppers Stop & the contest ran by them. [#Happy25thSS](#) was used in the posts.



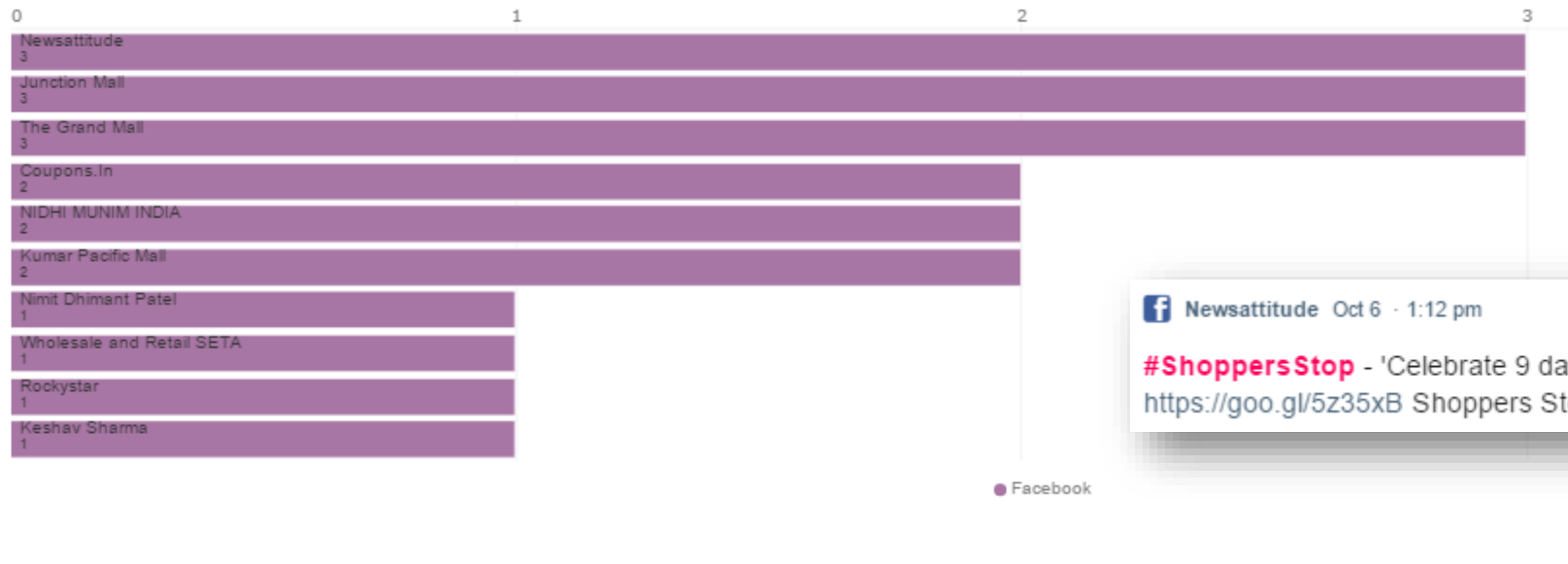


Top Posters by Volume



 **happy**
@grgankit168 Follow

@shoppersstop A24) IN 2006– It launched Mothercare in India #Happy25thSS



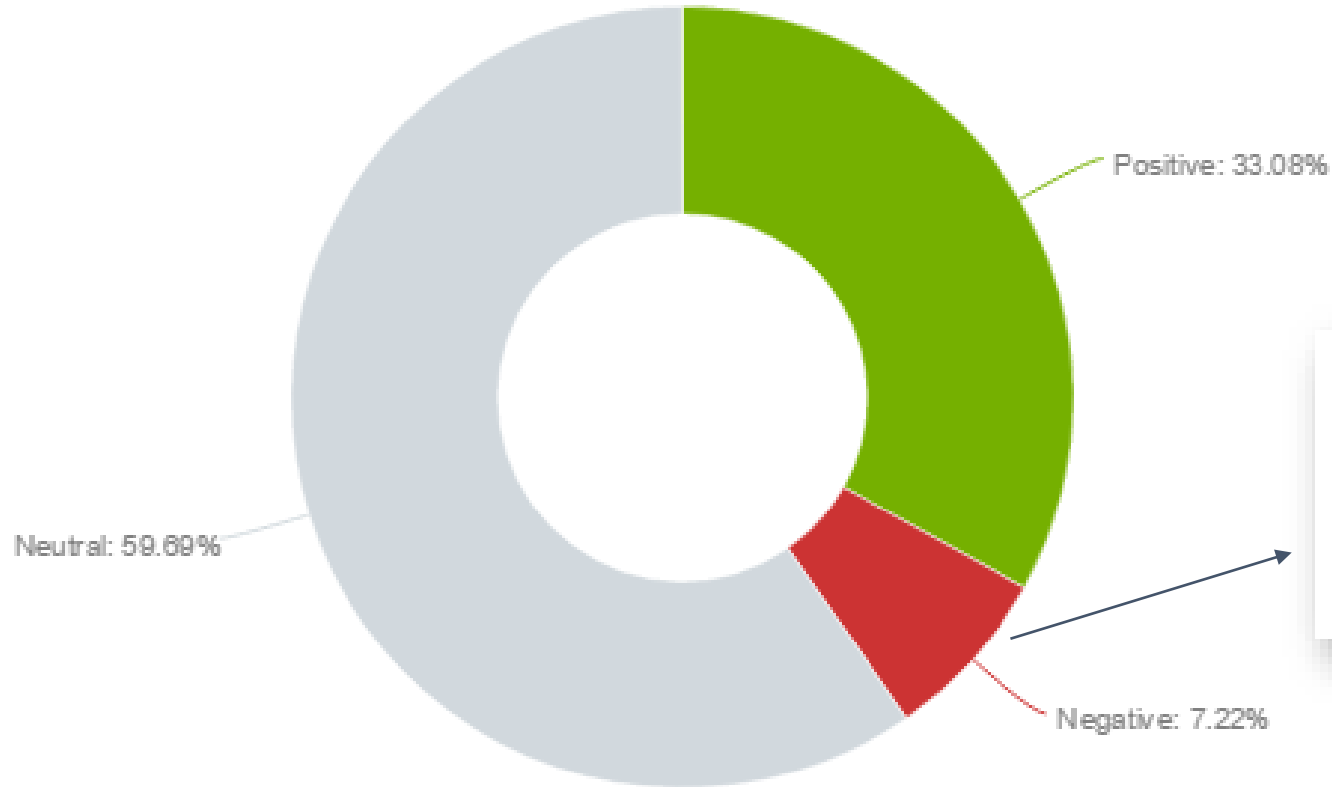
 Newsattitude Oct 6 - 1:12 pm Share

#ShoppersStop - 'Celebrate 9 days of #Navratri #Fashion #Navratrifashion #Shopping
<https://goo.gl/5z35xB> Shoppers Stop Shoppers Stop





The chart shows the most frequently occurring words around Shoppers Stop. The size of the font represents the frequency of the words.



Anirban Saha
@Anirban250686



Follow

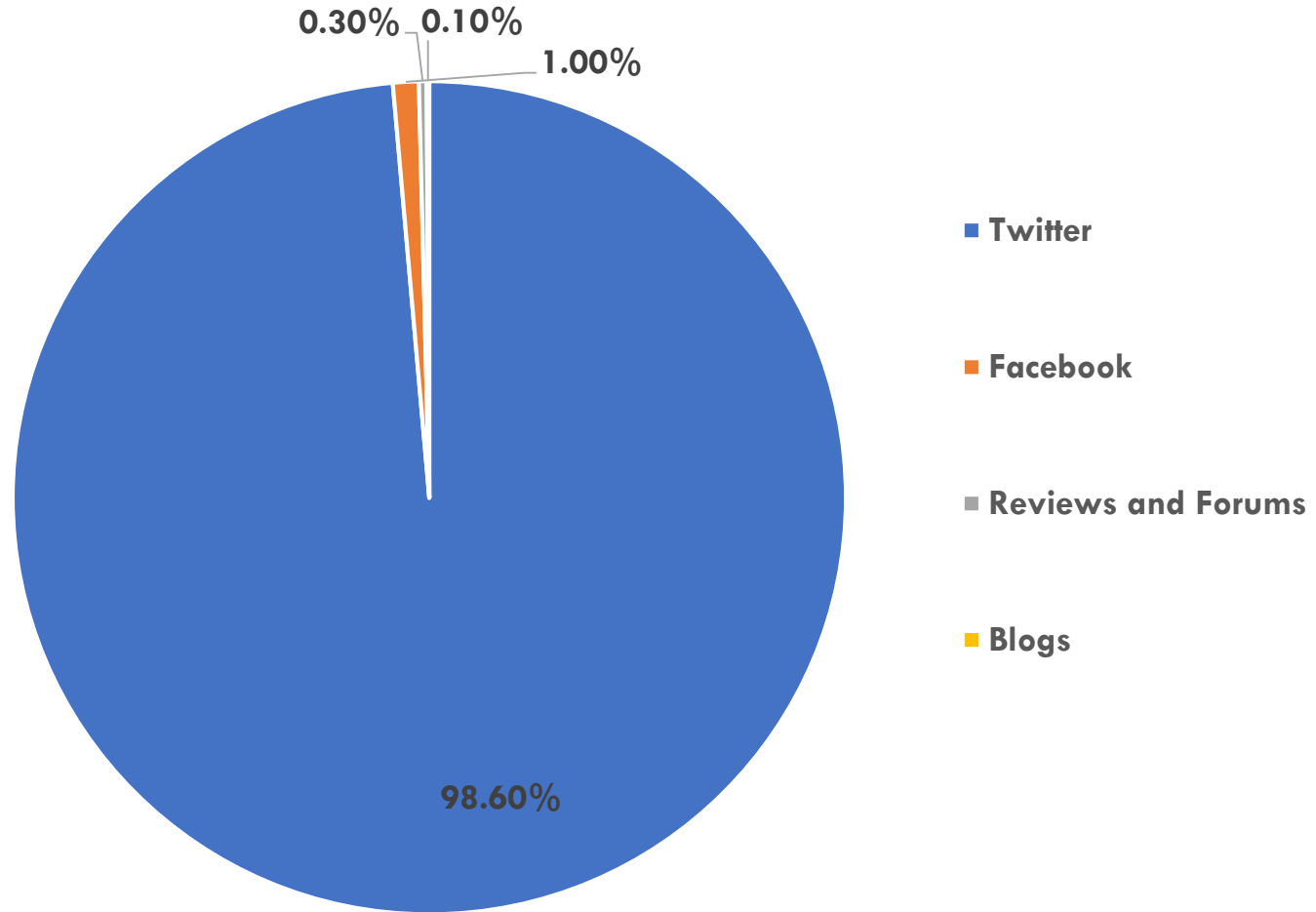
@shoppersstop its so pathetic to see shoppers stop expiring reward points on card just before diwali

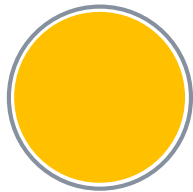
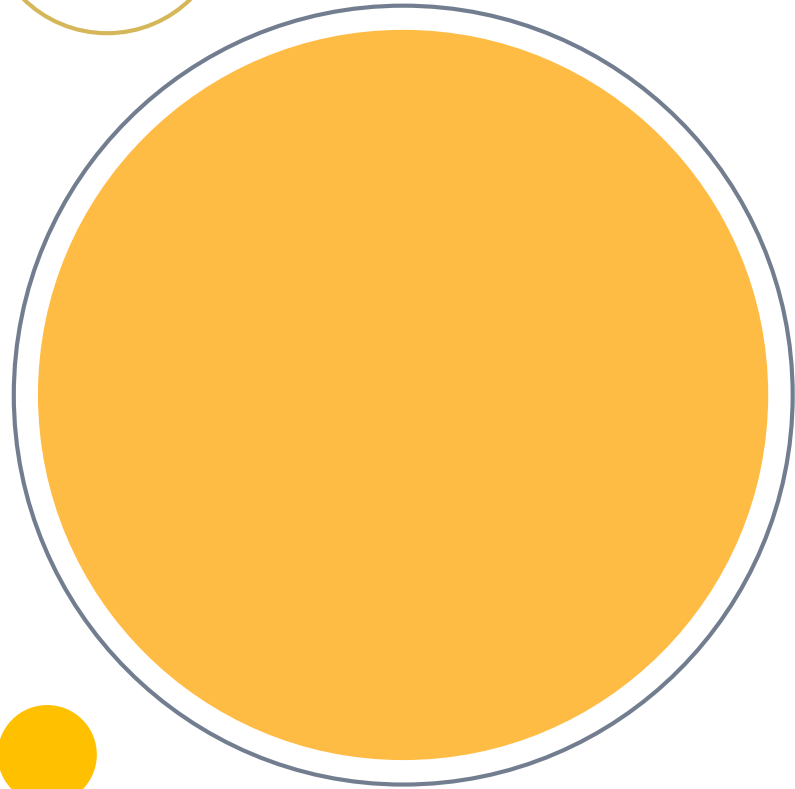
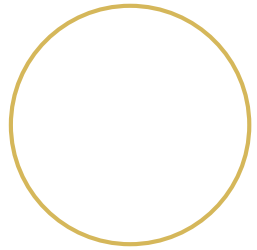
The pie chart shows the sentiment around Shoppers Stop. The tonality of the coverage was primarily neutral. Consumer complaints led to negative mentions.





Channel Split





H&M

Media Exposure Breakdown



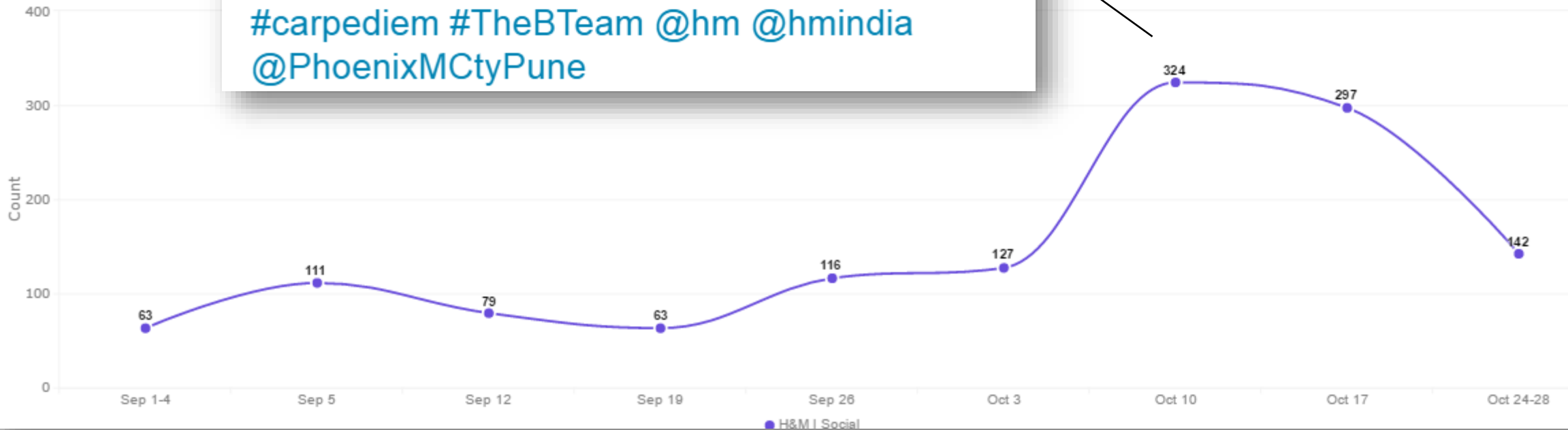
Neel Gengje

@NeelGengje147



Follow

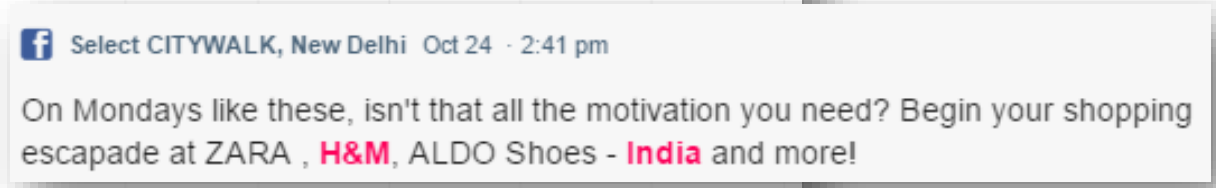
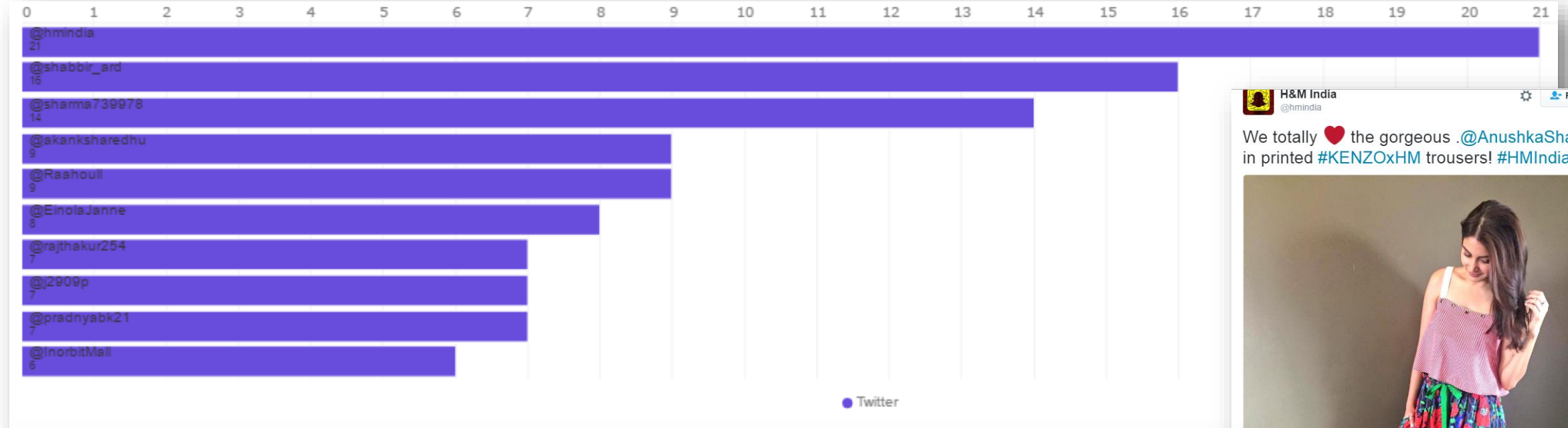
With little over an hour to go, excitement levels are buzzing. #HMlovesPUNE #HMIndia #carpediem #TheBTeam @hm @hmindia @PhoenixM CtyPune



The chart shows the weekly breakdown of the media coverage around H&M. Buzz was seen around the launch of Pune store.



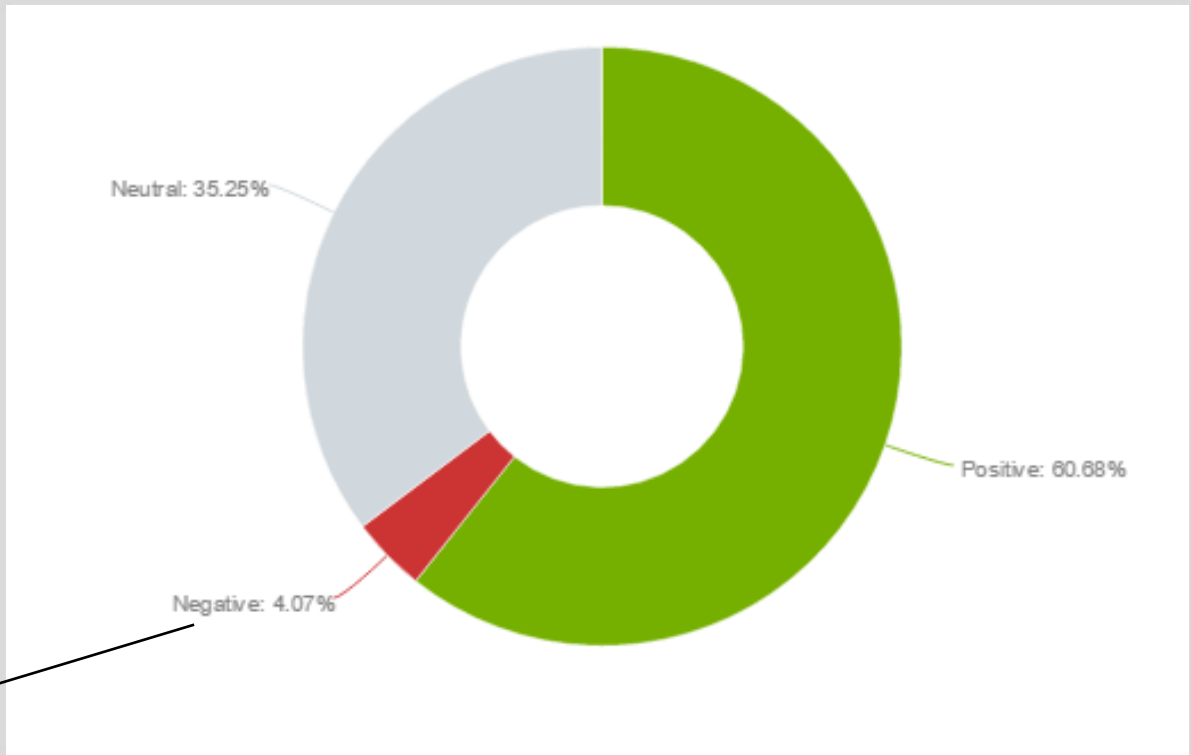
Top Posters by Volume






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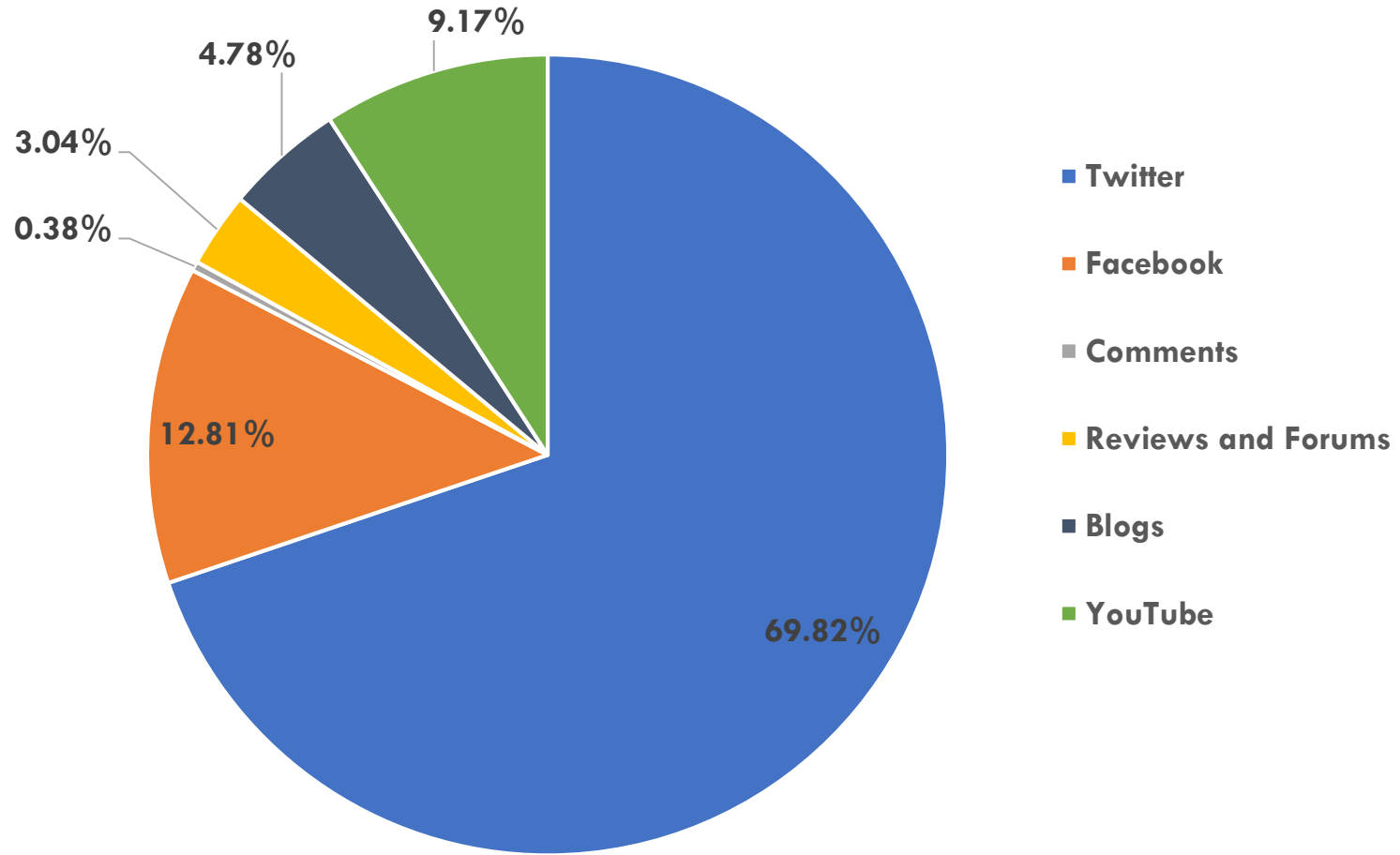


 **Jay Khedekar**
@JayKhedekar7 Follow

Got pretty messed up management staff at H&M Malad, Mumbai branch. [@hmindia](#)



Channel Split



Insights

- Product/store launches lead to coverage on online as well as social media.
- Contests & hashtags are a great way of engaging users on social media. They help in popularizing new products. Prizes like giftcards , exclusive entry to the event/launch, etc. work well.
- Social media users reach out to companies with their complaints & suggestions. Therefore, it is important to keep an eye & to respond to the complaints timely. Late/no response creates a bad image of the company.
- Blogs, reviews & forums are important channels as well. In fact, they can influence consumer's choice. Hence, they should not be ignored.

Thank You
