

Vivienne Westwood Marketing Campaign Report

Amber Dunning

Global Marketing Strategies for the Creative Sector
November 21, 2025

Introduction

The founding of the brand of Vivienne Westwood is rooted in the British punk subculture, and new wave fashion. Since then, it has received global success, becoming a high end and luxury brand. For the final assessment, I've decided to focus on the Vivienne Westwood Spring-Summer 2020 Lookbook as the product with which I will expand the target audience and create a campaign.

I chose this specific lookbook because while it had significant punk and new wave style elements, it also could easily be worn as everyday streetwear. It's important that the collection features functional pieces so that it is accessible to anyone.

Brand Persona

The demographic I am trying to reach are 50-80 year olds of any gender. By doing this, I can widen the scope of my product to serve the message of my campaign, "Self-expression is for everyone".

The persona I have created is the main subject of my storyboard and video, who I've named Gladys. She would be categorized under the outlaw and explorer brand archetype. These archetypes carry themes of liberation and enjoyment, all things which are communicated through Gladys' story arc. Because of this, the overall story type is one of rebirth, renewal and reinvention. As someone who is involved in the Vivienne Westwood subculture, Gladys' lifestyle is fun, daring, unconventional, and rebellious. Seeing as this is an older demographic, the platforms and media they use can be narrowed to physical media, television, facebook, and potentially Instagram.

Message and Positioning Strategy

The message “Self-expression is for everyone” serves to communicate that creativity and self expression don’t stop in adulthood. You’re never too old to stand out or be yourself.

I’ve decided to use a re-positioning strategy for the Vivienne Westwood Spring-Summer 2020 Lookbook. My main goal is to expand the target audience to an older generation by repositioning the luxury items as functional everyday clothing for everyone. In order to do this, I plan to change the way the collection is communicated to audiences through the visual campaign.

The positioning strategy will highlight personality, and lifestyle. This is apparent through punk style’s inherent DIY culture, and the need to stand out from the crowd.

Campaign Visual Elements

To convey the message and aesthetic visually, I’ve decided to base the moodboard around several pieces from the Spring-Summer 2020 Lookbook, as well as some photos of Camden and Shoreditch. There are also elements that indicate the lifestyle of the target audience. For instance, a Punk’s Not Dead patch, a concert ticket from punk rock band Sex Pistols, and the Camden Town underground sign post. Lastly, there are several photos of Westwood’s signature use of tartan in her collections. These photos represent both the texture of the pieces, as well as the fun use of vibrant color present throughout each piece.

Storyboard

The story follows Gladys, an old woman who is tired of the grey monotony of her life. She finds inspiration from an outgoing young crowd that reminds her of her younger self. She is encouraged to be authentic despite the expectations of society, and have more fun with life through self expression.

It begins with Gladys waking up to a gray day in a gray room. She looks into her closet to find only plain and ordinary clothes. Her days are monotonous. While on the bus one day, she looks out the window to see young adults wearing punk fashion leaving a store. The woman gets a closer look at one girl in the group, who we later realize reminds her of her younger self. The elderly woman notices the store the group has left is Vivienne Westwood. She starts to get an idea. She takes a look at a framed photo of herself as a young adult dressed in punk fashion, looking not so different from the young girl she saw on the bus earlier that day. In the next scene we see her leaving the Vivienne Westwood store in colorful and exciting clothes, feeling more like herself than she has in a long time.

References

Petromilli, M., Morrison, D. and Million, M. (2002). *Brand Architecture: Building Brand Portfolio Value*. *Strategy and Leadership*, 30(5), pp. 22-8. Available at: <https://www.emerald.com/sl/article-abstract/30/5/22/344705/Brand-architecture-building-brand-portfolio-value?redirectedFrom=fulltext> (Accessed 21 Nov. 2025)

Mills, A., and John, J. (2021). *Brand Stories: Bringing Narrative Theory to Brand Management*. *Journal of Strategic Marketing*. Available at: <https://www.tandfonline.com/doi/abs/10.1080/0965254X.2020.1853201> (Accessed 21 Nov. 2025)

Escalas J. E. (2004). *Narrative Processing: Building Consumer Connections to Brands*. *Journal of Consumer Psychology* 14(1 & 2): 160-180. Available at: <https://sharingiscaring souls.wordpress.com/wp-content/uploads/2018/04/09-05.pdf> (Accessed 21 Nov. 2025)

Herskovitz, S. and Crystal, M. (2010). *The Essential Brand Persona: Storytelling and Branding*. *Journal of Business Strategy* 31(3): 21-28. Available at: <https://www.emerald.com/jbs/article-abstract/31/3/21/193960/The-essential-brand-persona-storytelling-and?redirectedFrom=fulltext> (Accessed 21 Nov. 2025)

Beane, T. P. and D. M. Ennis (1987). *Market Segmentation: A Review*. *European Journal of Marketing*, 21(5), pp. 20-42. Available at: <https://www.emerald.com/ejm/article-abstract/21/5/20/84935/Market-Segmentation-A-Review?redirectedFrom=fulltext> (Accessed 21 Nov. 2025)

Worley, M. (n.d.). *Punk Anarchy in the UK*. Museum of Punk and Culture. Available at: <https://www.museumofyouthculture.com/punk/> (Accessed 21 Nov. 2025)

Savage, J. (2025). *Punk*. Britannica. Available at: <https://www.britannica.com/art/punk> (Accessed 21 Nov. 2025)

Kronthaler, A. (n.d.). *The Story so Far*. Vivienne Westwood. Available at: <https://www.viviennewestwood.com/en-gb/westwood-world/the-story-so-far/> (Accessed 21 Nov. 2025)

Westwood, V. (2020). *Vivienne Westwood Spring-Summer 2020 Lookbook*. Vivienne Westwood. Available at: <https://www.viviennewestwood.com/en-gb/collections/spring-summer-2020/lookbook/> (Accessed 21 Nov. 2025)