

MacKay & Co

ZARA

ZARA

“It’s not a campaign, it’s information.”

— Jesus Echevarria

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ZARA

In March / April 2013 ZARA will begin
to sell online in Canada.

Soon ZARA's customers will **tell each other**
that they can now shop at ZARA.com

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**“The customer is more or less the same
in New York and Istanbul”**

— Jesus Echevarria

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The customer is more or less the same
in Halifax and Kamloops

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She is a student in Nanaimo.

He is a web designer in Sydney.

She is a dancer in Montreal.

She is a yoga teacher in Saskatoon.

He is an auto mechanic in St. Johns.

ZARA

It's lovely to reinvent but is it always
the best thing to do?

You launched your e-commerce site in other countries
in wonderful ways that perfectly communicate who you are.

We think the best thing we can possibly do for you is
do it your way — but **with a little “Canadian” twist.**

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*What happens when one person...tells one person...
who tells another person...who tells another person?*

Very soon everybody knows!

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It starts with MacKay & Co.

We select one hundred influencers from coast to coast — primarily young, fashion-aware, social, connected, and as ethnically and professionally diverse as this great country.

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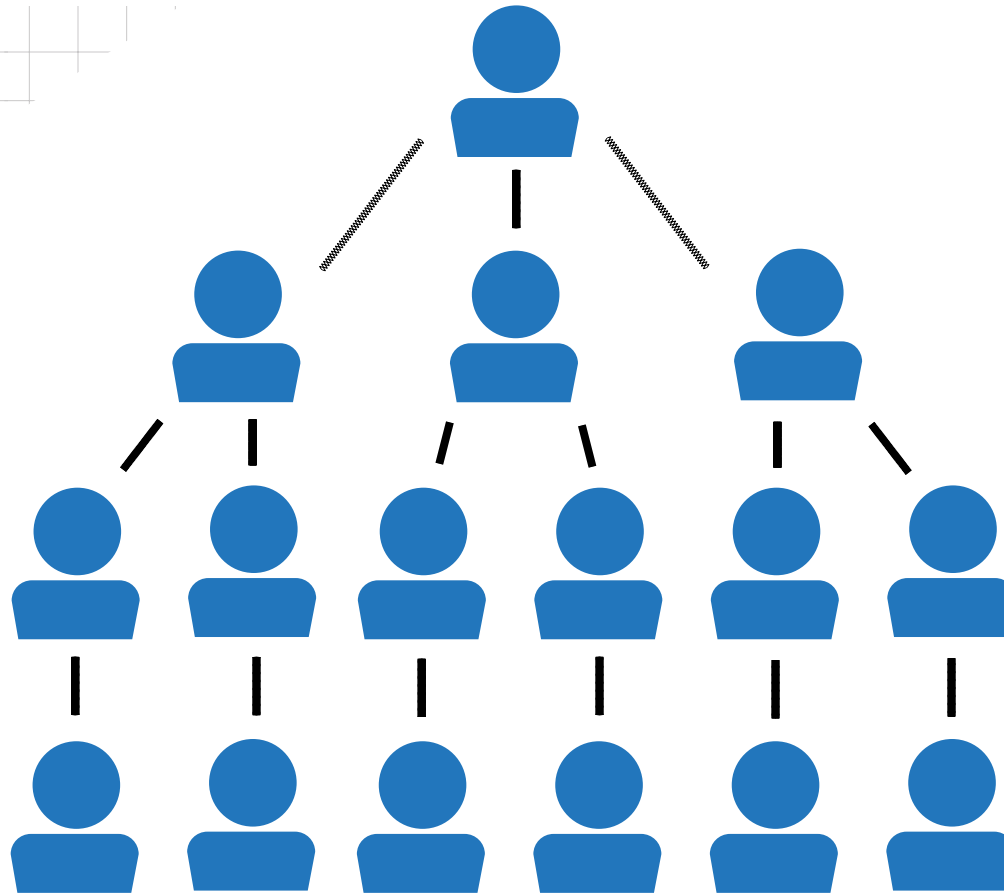
Our coast to coast 100 will each receive a ZARA card that let's them choose one item of their choice on ZARA.com.

They pass the card on to someone in their world who then selects a ZARA item for themselves.

And on...and on...until 16 people have made a ZARA “purchase” with each card.

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ZARA



ZARA

Why do it this way?

“I heard 10 thousand whispering...and nobody listening.”

— Bob Dylan

We believe that when something is truly organic, people hear it.

Our first one hundred influencers know far better than we ever will who the next people to try [ZARA.com](https://www.zara.com) should be.

The people they choose to receive the card and have a [ZARA.com](https://www.zara.com) experience will “listen” very carefully.

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But who are these people who will be
using the cards and shopping at ZARA.com?

We want to know.

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Each of the first 100 recipients will photograph themselves in their new ZARA item and upload it to an FTP site.

Then they'll get the go-ahead to distribute it to three people who will make their purchase and then send us their photo.

Then those three people will give it to two more people.

And those two will each give the card to one person.

That makes 16.

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And that makes 1600 influencers who
have all experienced shopping at ZARA.com.
1600 influencers who will each share
their experience with their friends.

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There are details, of course.
Targeting the young influencers coast-to-coast,
communicating clearly and fully with them
as they grow in number,
managing photos and information.
We understand what has to be done.

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We'd like to work with you to
develop a microsite on ZARA.com.
On that microsite we'd develop 100 photo albums
to house the photographs
of each of the groups of 16 people.
Or a digital book.

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Each ZARA gift card, with its 16 recipients, tells a story, and each person has a story to tell. If it feels right for ZARA, we'd like to ask each person who is a part of the initiative a simple question:

“What matters?”

And ask them to reply in one sentence. We'd like to post their answer with their photograph.

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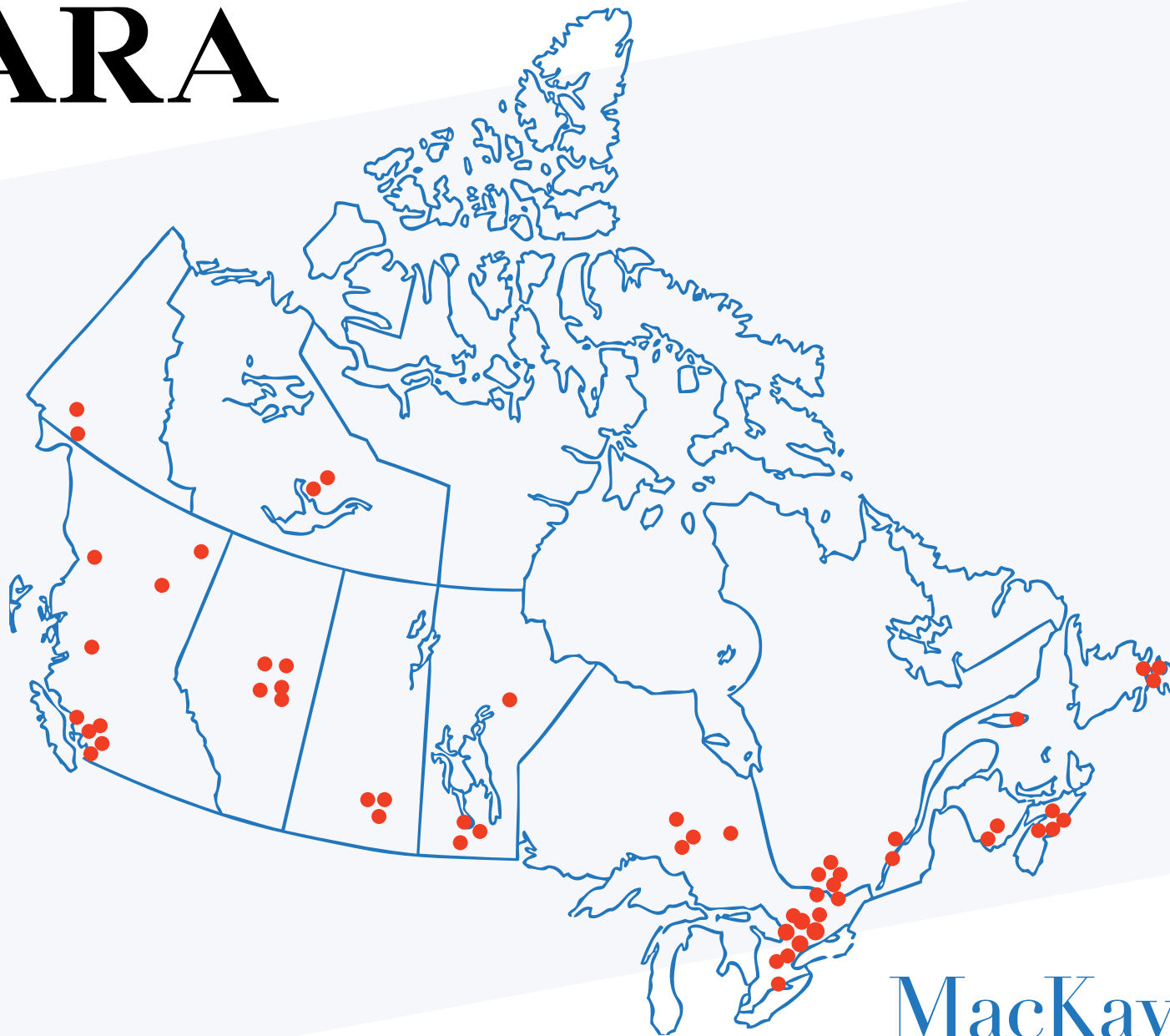
ZARA

We love our country.
We love its size and diversity.
We appreciate it more now than ever before.

On the Canada microsite we'd like to create a map.
We'll pin it as influencers in new places
make their purchase.

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ZARA



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ZARA

The media?

We'd like to give them the same experience we give our influencers - a simple announcement and a ZARA card that allows them to purchase online.

We'd give them a little more attention to be sure they get the message right and help us spread the word, but we want the media to know ZARA.com through a ZARA experience.

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Can we suggest something a little bit “splashy?”

Something that takes the world of ZARA a little bit
closer to them?

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ZARA

Ahh Spring!

When **spring comes to Canada** our city streets come alive;
we spend as much time outdoors as we possibly can.
ZARA's Canadian e-commerce site will launch
just as Spring is arriving
and we'd like to **take ZARA to the streets** for a few nights
projecting the photographs of ZARA's new Canadian
friends on outdoor walls in high pedestrian traffic areas
in cities coast to coast.

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Thank you.

We hope to speak to you again.

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