

ASOS COLLABORATION WITH PINTEREST: ENHANCING THE ONLINE FASHION SHOPPING EXPERIENCE

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OUTLINE OF PROPOSED SOLUTION

Q 2.0 INTRODUCTION

In a crowded digital fashion market, ASOS remains a prominent e-commerce player known for its trend-led range and strong Gen Z and Millennial customer base (ASOS Plc, 2024). While ASOS has embraced digital innovation to enhance the shopping experience (DML, 2019), shifting consumer behaviours and rising competition in social commerce now pose new challenges.

Despite 3.6% growth in online fashion sales in 2024, ASOS has experienced declining revenue, order frequency, customer numbers, visits, and conversion rates (Ceron, 2025) (ASOS Plc, 2024) (Bloomberg, 2024). These issues show a clear disconnect with the consumer; however, it also represents an opportunity to influence consumer decision-making earlier and more effectively (Mills, 2024).

To address this challenge, this proposal outlines a strategic partnership with Pinterest to revitalise the pre-purchase journey. Through shoppable boards, trend-driven content, and personalised visual discovery, the aim is to re-engage users emotionally, bridge the gap between inspiration and purchase, and position ASOS for sustainable growth in the evolving social commerce space.

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INTERNAL & EXTERNAL ANALYSIS

3.0 Market Research Analysis & Primary Insights

3.1 Internal: Holistic Brand Strategy Analysis

3.1.1 Brand Overview & Positioning

ASOS is an online multi-brand fashion retailer with the mission "to become the number one destination for fashion-loving 20-somethings globally" (ASOS Plc, 2024). Predominantly targeting Gen Z and millennial consumers using a large product offering that has over 850 brands alongside its in-house labels (ASOS Plc, 2024). The brand positions itself as a trend-forward and accessible choice, offering diverse styles that celebrate individuality and expression, aligning with their core values as a customer-first company to be authentic, brave, creative and deliver (ASOS Plc, 2024).

As a leading online fashion brand, ASOS has seen significant losses over the years (Rosenzweig, 2024).

ASOS's current efforts to improve profit include focusing on 3 key objectives:

- Most relevant product, using data, stock management and setting fair price items to offer the best products.
- Efficient operations using granular data to identify patterns in the delivery experience.
- Engaging customer experience; rethinking marketing strategies to focus on brand, influencer and content marketing.

3.1.2 Visual Identity

ASOS has a user-friendly mobile app, dynamic website and strong presence across social media platforms (Wardhan, 2024). ASOS uses minimalist aesthetic, bold typography and an emphasis on trend-led content to express their visual identity (Wardhan, 2024). Chapter 20 of *Pioneering New Perspectives in the Fashion Industry* (Boardman, 2023, pp. 289-320) discusses the importance of website design as a crucial element in the consumer experience. The chapter highlights the most important factors in creating an effective retail fashion website: visual design, navigation design, visual search, information design, fit information, personalised information and social design.

Drawing on principles from *Pioneering New Perspectives in the Fashion Industry* (Boardman, 2023), ASOS excels in information and navigation design but underused social design elements like user-generated content. Its current approach is functional but could benefit from deeper emotional storytelling and immersive brand experiences.

App TikTok Instagram

3.1.3 Digital Marketing Strategy

ASOS operates a platform-driven strategy anchored in its mobile app, website, and social media presence across Instagram, TikTok, Snapchat, and YouTube. Tools like Style Match, Fit Assistant, and "As Seen On You" reduce friction and convert browsing into styled inspiration. Influencer-led campaigns such as #KlaviemDance and TikTok challenges are central to brand engagement, balancing content with commerce. Micro-influencers boost authenticity, but frequent collaborations can lead to message dilution. To build loyalty, ASOS should invest in narrative-driven storytelling and more curated content to foster emotional resonance.

Revenue Active Customers Conversion Rates Total Visits

(ASOS Plc, 2024)

3.1.4 Consumer Journey

Understanding the current consumer journey is critical to identifying gaps and opportunities for improvement. While ASOS engages consumers across multiple digital touchpoints, its current journey remains mostly linear.

- Awareness & Discovery**
 - Consumers typically discover ASOS through digital ads, influencer campaigns, TikTok trends, or organic content on Instagram and YouTube.
- Consideration**
 - Once interested, consumers engage with ASOS through its website or app, browsing curated edits, "Shop the Look" features, and the "Trending Now" tab.
- Purchase**
 - ASOS provides a smooth and user-friendly checkout experience. Klarna, free returns, and quick delivery contribute to a strong purchase environment.
- Post-Purchase & Loyalty**
 - After purchase, ASOS engages consumers through email marketing, app push notifications, and targeted social ads. ASOS Premier Delivery service adds a layer of loyalty, but lacks emotional brand connection.

Modern models highlight the need for a non-linear model. The McKinsey's Loyalty Loop (McKinsey, 2019) shows consumer interaction continues post-purchase, influenced by satisfaction and brand values. ZMOI (Zero Moment of Truth) (Gordon, 2011) illustrates how decisions begin before brand interaction, shaped by reviews, influencer content, and Pinterest exploration which is key for Gen Z. The RACE model (Reach, Act, Convert, Engage) (Charley, 2023) offers a structured, omnichannel framework that aligns well with ASOS's digital-first approach.

These models emphasise continuous discovery, evaluation, and post-purchase engagement. Currently, ASOS performs best in the consideration and purchase stages, yet it underperforms in the early-stage inspiration phase, an area where platforms like Pinterest dominate.

3.1.5 Internal Resources & Capabilities

ASOS's internal strengths lie in its agile operations and data-led culture. Its "Test and Repeat" model enables low-risk trend testing, while cross-platform data informs pricing, segmentation, and product edits. Investments in 2023-24, particularly in engineering, support scalable personalisation and backend optimisation.

However, speed-focused innovation risks short-termism and inconsistency. To sustain long-term growth, ASOS must balance agility with strategic coherence and invest in data ethics, inclusive innovation, and tech that deepens loyalty and brand identity.

3.1.6 Kapferer's Brand Identity Prism

1. **Physique**
ASOS's brand physique is defined by its wide-ranging, trend-led fashion offering and visually impactful presentation. A Pinterest partnership aligns with this visual identity by offering a platform for curated inspiration, enabling consumers to discover and engage with ASOS products in a more aesthetically immersive way.

2. **Personality**
ASOS communicates a personality that is bold, culturally savvy, and reliable. Pinterest allows ASOS to extend this voice into a more inspirational and exploratory environment, with curated boards and trend edits that express individuality. This deepens brand personality by positioning ASOS not just as a retailer, but as a style companion.

3. **Culture**
ASOS is rooted in a culture of inclusivity, diversity, and digital innovation. A Pinterest strategy fits into this culture by enabling consumers to engage with fashion through saved pins, visual discovery, and user-generated content. Pinterest's non-linear, personalised browsing experience supports ASOS's brand.

4. **Relationship**
The relationship ASOS holds with its customers is increasingly digitally tailored. Pinterest allows ASOS to develop a deeper, more emotional relationship with consumers by engaging them earlier in the discovery and inspiration phase of the consumer journey. By becoming part of a user's style board, ASOS increases brand emotional resonance.

5. **Reflection**
ASOS's typical customer is a Gen Z or millennial individual who is expressive, socially aware, trend-conscious, and digital-native. Pinterest's user base closely reflects this demographic, making it a strategic touchpoint to meet ASOS consumers where they discover and curate fashion inspiration.

6. **Self-Image**
Consumers perceive themselves as fashion-forward, expressive, and unique when wearing ASOS. Pinterest supports this self-image by allowing users to visualise future purchases, style identities, and aesthetic expressions, reinforcing aspirational self-perception.

Through Kapferer's Brand Identity Prism, it becomes evident that the proposed Pinterest collaboration not only complements ASOS's brand identity but also enhances it. This alignment strengthens the strategic justification for the platform integration and supports long-term brand growth.

OBJECTIVES

3.2 External Market Analysis

3.2.1 The Online Fashion Market Landscape, Digital Marketing Trends and Expectations

The global online fashion market has seen exponential growth over the past decade, driven by increased technological advancements, mobile-first consumption, the pandemic and shifting consumer behaviours (Nicholls, 2024).

As of 2024, the online fashion industry is valued at approximately \$760 billion, with forecasts predicting it will surpass \$8.2 trillion by 2027 (Statista, 2023). The UK specifically remains one of the leading fashion e-commerce markets in Europe (Statista, 2026).

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- 35% of US consumers use social media to discover and this is expected to double by 2027
- TikTok shop had 33 million users in the US in 2023
- Shoppable Pinterest posts are 300% more likely to generate engagement

(McKinney & Company and Business of Fashion, 2025)

This new dynamic means that brands must be agile and socially in tune. Consumers now expect brands to be accessible across all channels. An omnichannel presence is no longer a luxury but an expectation.

3.2.2 Competitor Analysis

ASOS competes in a highly dynamic fashion retail market, sharing key similarities with brands like ZARA, H&M, SHEIN, and Boohoo, particularly in its focus on trend-driven, youth-oriented fashion.

	ZARA	H&M	SHEIN	Boohoo	ASOS
Positioning	Trendy, fast-fashion, high-street brand	Affordable fashion for all, sustainable messaging	Ultra-fast fashion, trend overload, youth-driven	Youthful, trend-led, partywear, streetwear	Online-only, trend-focused, brand-rich marketplace
Target Market	Millennials & Gen Z, urban	Broad age range, value-focused, shoppers	Gen Z & digital natives globally	Gen Z & younger Millennials	Gen Z Millennials, trend-conscious global shoppers
Pricing	Mid-range fashion at affordable prices	Budget-friendly with tiered pricing	Ultra low prices, flash sales	Low-cost, highly discount-driven	Mid-low, wider range with premium & budget options
Product	Trend-focused clothing for men, women, kids, accessories	Wide variety incl. basics, fashion, home, kids	Huge catalog: clothes, accessories, beauty, home	Occasionwear, streetwear, fast fashion	Over-label & 800+ brands: fashion, beauty, sportswear, accessories
Promotion	Minimal advertising, strong social media strategies, presence on Pinterest	Traditional e-digital, celebrity collabs, strong presence on Pinterest	Heavy on influencers, TikTok & app gamification, low activity on Pinterest	Influencer-heavy, bold social campaigns	Digital-first, influencer collabs, strong editorial content, minimal Pinterest presence

Across the competitive set, there is a clear trend of prioritising Instagram and TikTok for high-volume engagement, while Pinterest remains an underutilised platform, despite its alignment with Gen Z's desire for visual discovery and aesthetic inspiration. ASOS has the opportunity to own this space by merging commerce with curation. By crafting a Pinterest strategy that integrates moodboard-style content, creator collaborations, and shoppable journeys, ASOS can stand out as a leader in visual-led, personalised fashion discovery filling the gap between fast fashion convenience and intentional, moodboard-led discovery.

OBJECTIVES

Objective 1:

Encourage users to discover and buy ASOS products through shoppable Pinterest boards curated around seasonal trends to achieve a 15% increase in referral traffic from Pinterest to the ASOS website within the first 6 months of launching the collaboration. Based on survey results showing 67% of consumers are more likely to purchase if ASOS products appear in Pinterest boards this taps directly into visual inspiration and trend discovery behaviours, solving a key consumer frustration around lack of styling guidance.

Objective 2:

Improve consumer engagement with ASOS through shoppable content on Pinterest to Achieve a 20% increase in pin saves, click-throughs, and board follows related to ASOS products within a 3-month campaign period post-launch. Survey results show over 80% of respondents engage with shoppable content on social media. Directly supports ASOS's goals to increase cross-platform engagement and conversion.

Objective 3:

Improve brand perception among Gen Z and Millennial consumers by at least 10% within the first 6 months of the campaign, based on follow-up surveys. 90% of survey respondents are in the 18-34 range, and 49% already have strong awareness of ASOS. Pinterest allows ASOS to visually showcase its identity, trend leadership, and styling potential.

STRATEGY/ACTION

5.1 Strategic Vision

Position ASOS as a leader in social commerce by integrating Pinterest to bridge inspiration and purchase for Gen Z. A cross-platform campaign will feature curated, shoppable Pinterest boards reflecting personal style aesthetics and influencer looks, embedded across ASOS's homepage, app, and email channels to create a visually-led, personalised ecosystem.

5.2 Strategic Goals

Embed Pinterest into the awareness and consideration stages to enhance pre-purchase discovery. Drive visual and emotional engagement through curated inspiration. Strengthen relevance and loyalty by aligning with Gen Z and millennial shopping behaviour.

5.3 Strategic Relevance

The proposed strategy is shaped by the insights gathered through primary research, external and internal analysis; this solution offers a response to the needs of ASOS's audience and aligns with the brand's identity and growth ambitions.

Primary research identified critical behavioural patterns in ASOS's Gen Z consumer base. Respondents highlighted the increasing role of visual inspiration, emotional engagement, and personalised discovery in their online fashion shopping experience, while a large proportion indicated that lack of personalisation was a key frustration with online shopping. Furthermore, features such as trend-led mood boards and curated visual guides were identified as tools that would significantly enhance their journey from discovery to purchase.

This insight forms the foundation of the strategic approach: by embedding an aesthetically rich, Pinterest-style feature directly into the ASOS app, the brand can satisfy user demand for customised, visually-driven journeys.

Externally, social commerce is reshaping how consumers shop, with Pinterest an underused opportunity for ASOS. Competitor analysis reveals white space in this area, and aligning with Pinterest differentiates ASOS as a personalisation leader.

Internally, this aligns with ASOS's values of creativity and customer-first innovation. It also addresses a gap in the discovery phase of the customer journey, adding an emotional, inspiration-led touchpoint to improve conversion and long-term loyalty.

In essence, this strategy responds to user demands for personalisation and inspiration, supports underexplored market opportunities, and strengthens ASOS's position as a digitally pioneering brand.

Task

Task	Month 1-3	Month 3-6	Month 6-9	Month 9-12
Research Planning	<ul style="list-style-type: none">Research customer behavior and Pinterest shopping trends.Develop Pinterest integration strategy and API plans.Set project milestones, budget, and establish technical feasibility.			
Product development & integration		<ul style="list-style-type: none">Implement Pinterest recommendation features into ASOS's website.Integrate ASOS-driven mood boards and visual search tool.Test internally and collect feedback for improvements.		
Launch & Marketing			<ul style="list-style-type: none">Launch Pinterest personalisation feature.Start marketing with influencers and Pinterest creators.Track initial and post performance metrics.	
Monitoring & Scaling				<ul style="list-style-type: none">Monitor KPIs monthly and adjust strategies.Scale marketing using data-driven insights to maximize sales growth.

TACTICS

Phase 1: Product Integration

Tactic: Design and develop an integrated mood-board style dashboard within the ASOS app.

Actions:

- Collaborate with Pinterest's developer API team to ensure smooth integration of features.
- Work with ASOS's UX team to create Pinterest's visual layout.
- Use AI and machine learning algorithms to power the "For You" dashboard feed, based on past data and Pinterest behaviours.
- Integrate interactive shopping features such as "Tap to Style", where users can select a piece from a look and see matching products.

Phase 2: Content Strategy

Tactic: Launch a consistent stream of curated, trend-led content; Pinterest boards, influencer mood boards, and user-generated style guides.

Actions:

- Create weekly trend edits using ASOS's in-house style team.
- Partner with 10-15 fashion influencers to create exclusive style boards that showcase full outfits using ASOS products.
- Encourage users to create their own mood boards and share them on social media using campaign hashtags like #PinYourStyle.
- Channels: ASOS app, Pinterest, Instagram, TikTok.

Phase 3: Cross-Platform Digital Campaign

Tactic: Implement a high-visibility digital campaign to educate users, build excitement, and drive traffic.

Actions:

- Pre-launch teasers across Pinterest, TikTok, and Instagram Reels, showing influencers using the dashboard and assembling outfits.
- Targeted paid ads on Pinterest and Instagram Stories highlighting the visual and personalisation features.
- Create a "Style Quiz" within the ASOS app (and promoted via social) that maps results to mood boards and personalised looks.

Timeline:

- Pre-Launch Tease: Weeks 1-3
- Soft Launch (Beta Testing & Feedback): Weeks 4-6
- Full Launch: Week 7
- Sustain Campaign: Weeks 8-36 (ongoing with seasonal content)

Phase 4: Influencer Collaboration

Tactic: Partner with fashion influencers and digital creators to boost credibility, expand reach, and generate authentic content.

Actions:

- Recruit 10 mid-to-high tier influencers with strong Pinterest and Instagram fashion followings to create exclusive Pinterest boards.
- Launch a "Pinterest Creators Capsule" campaign, where each influencer styles a capsule collection from ASOS's existing lines and showcases it via Pinterest mood boards and TikTok Reels.

Incentives: Affiliate commission on converted sales, early access to exclusive products, co-branded content visibility.

Phase 5: AI Personalisation

Tactic: Leverage behavioural and psychographic data to offer users a hyper-personalised experience.

Actions:

- Incorporate AI-based recommendations informed by Pinterest activity, ASOS data, and user interaction.
- Introduce "Your Weekly Edit", an automatically generated collection refreshed every 7 days.
- Tools: Pinterest API, ASOS customer data platform (CDP), personalisation engine (e.g., Dynamic Yield or Bloomreach).

Phase 6: Engagement & Loyalty

Tactic: Build sustained engagement by rewarding exploration and style expression.

Actions:

- Launch a leaderboard to spotlight the most influential user mood boards weekly.
- Offer style challenges where users submit their board for a chance to be featured on ASOS's homepage or Instagram Stories.