



# Jil Sander 2022-2024

Communication Science Project

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# History of a brand



The brand was founded by Jil Sander in Hamburg, Germany, in 1968. The Jil Sander brand is celebrated for its minimalist and clean design ethos.

The brand's journey includes a pivotal acquisition by Prada in 1999, leading to Sander's departure, and subsequent changes in ownership until its acquisition by OTB Group in 2021.

Throughout its history, Jil Sander has seen various creative directors, including Raf Simons and the Meiers, shaping its distinctive aesthetic inspired by the Bauhaus movement (Mame, 2017).

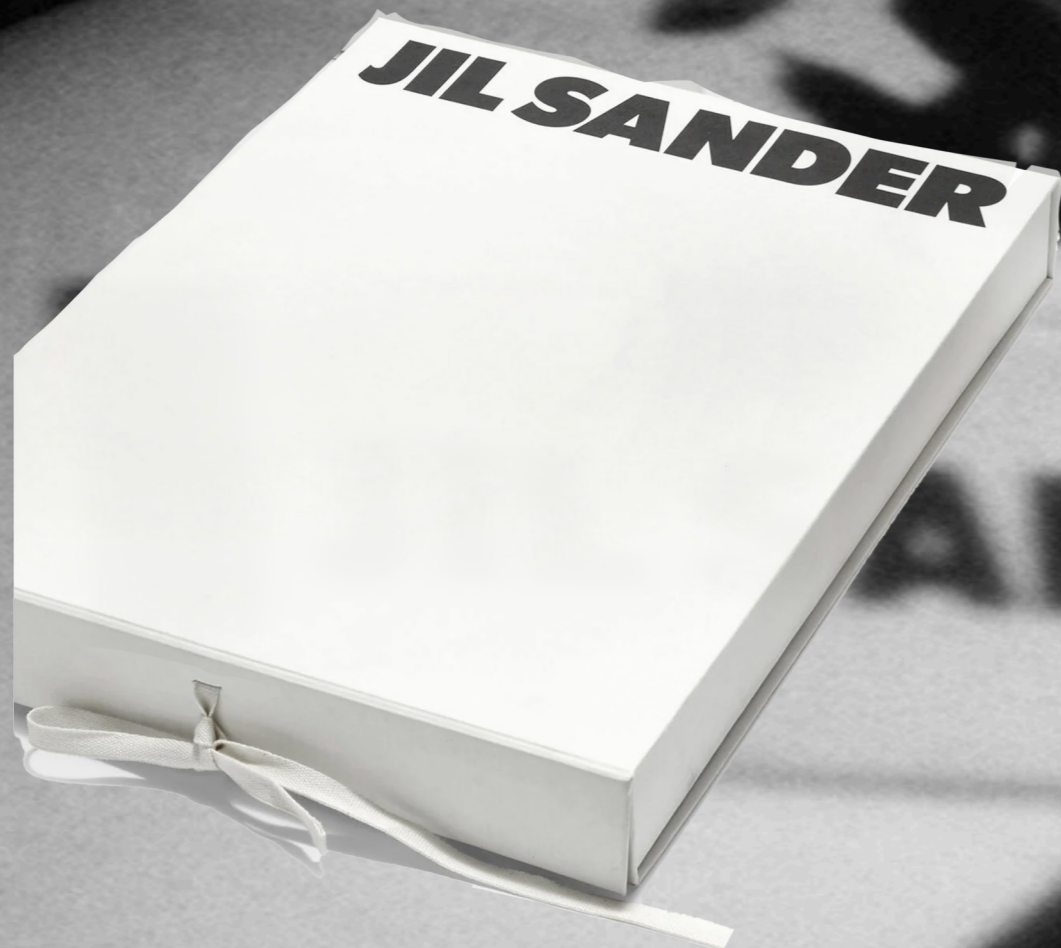
# Paid media

Jil Sander has been using various channels of paid media to communicate with the audience and raise brand awareness. This has been done through clever advertising campaigns which capture the essence of minimalistic brand meanwhile creating emotion and intrigue. Moreover, except for all the traditional options of paid media such as physical billboards showcased throughout the world, sponsored ads on social network platforms and display advertisements, Jil Sander also has several exclusive collaborations with other brands to bring the designs to the broader audience, such as the collaboration with Uniqlo in 2022 (Team TBH, 2023).

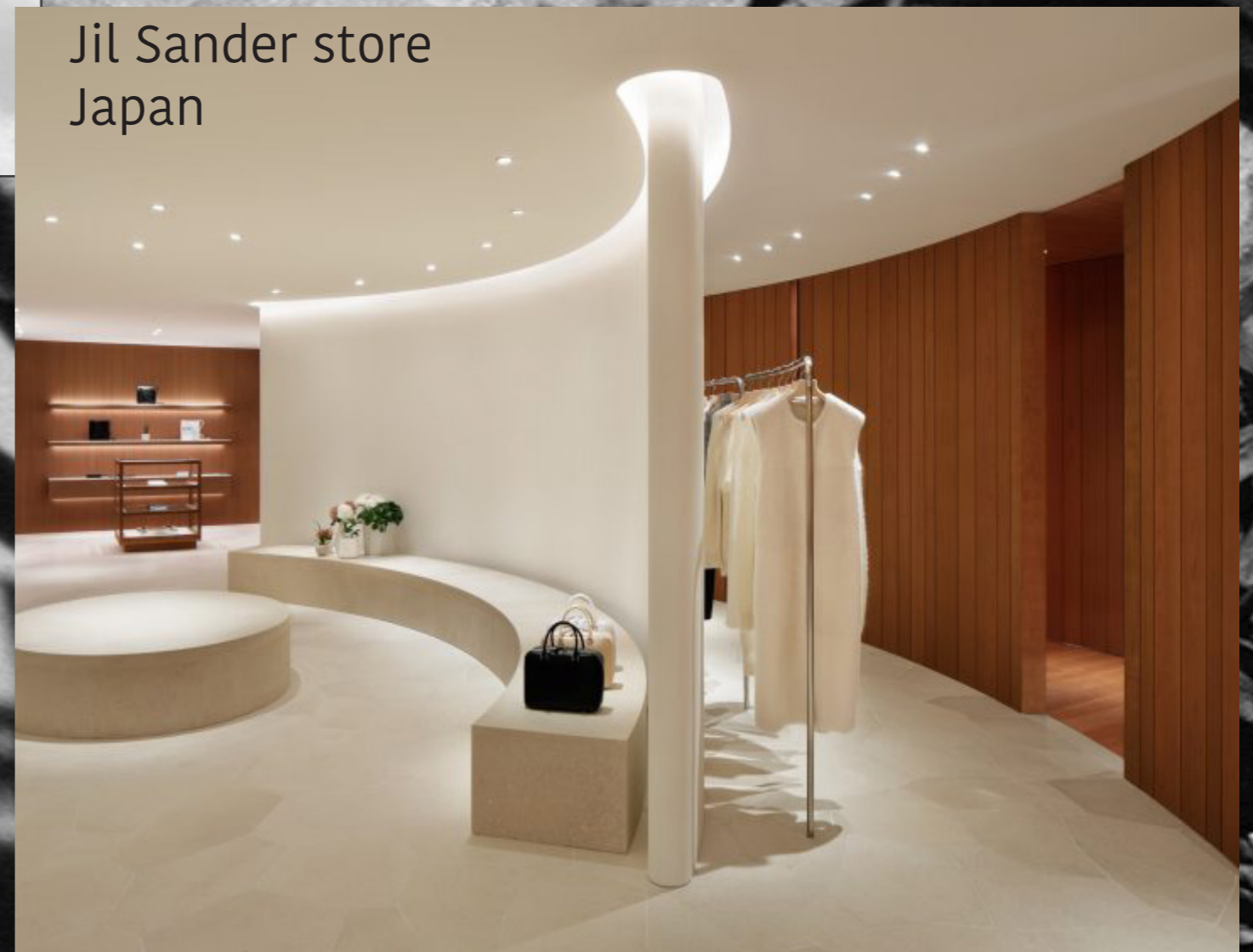


As for owned media of the brand, Jil Sander has accounts in popular social media such as Instagram, Facebook, Youtube etc to communicate with the customers. Moreover, the brand has a comfortable website that functions easily for viewing, receiving orders and paying for the products. As Jil Sander has been expanding and gaining popularity, physical stores have opened in different locations all around the world for easy accessibility, and an attractive packaging has been developed to attract the attention of customers (Team TBH, 2023).

## Owned Media



Jil Sander store  
Japan



Due to the widespread popularity of a fashion brand, Jil Sander has various inflows of earned media that includes influencer mentions, fan accounts and follower activity on social media and numerous editorials and articles featuring the company. Some of the examples are shown below, which is the article about Jil Sander Fall 23 ready to wear collection on Vogue Runway and an actor Robert Pattinson wearing Jil Sander on the red carpet, therefore creating a word of mouth effect.







**VOGUE**  
RUNWAY

# Jil Sander

FALL 2023 READY-TO-WEAR

COVERAGE COLLECTION BEAUTY

  
BY NICOLE PHELPS  
February 24, 2023

**Earned Media**

# Convergent Media

Convergent Media is a type of advertisement that combines all three types of media mentioned above. By combining Earned, Paid and Owned Media a brand can reach a effective communication and wider brand awareness. In the case of Jil Sander, its main type of convergent media are advertising campaigns captured by talented and innovative professionals, therefore combining all three type of media since the photographers change every year and this creates a WOM effect as many professionals want to try themselves in the role of Jil Sander's creative director. As an example, you can observe a 2022 campaign captured by Chris Rhodes.

