



## SHHH...It's A Secret!

### *The Truth Behind Victoria's Secret*

#### Purpose:

Victoria's Secret is a clothing retailer offering lingerie, swimsuits, women's apparel, fragrances, and bath collections. Victoria's Secret is known for its fashion shows and catalogues, which feature top fashion models such as Heidi Klum and Giselle Bündchen.

The company was founded in 1977 in San Francisco, California by a man named Roy Raymond. Raymond created the company after feeling embarrassed while trying to purchase lingerie for his wife in a department store environment. The stores were meant to create a comfortable environment for men with wood-paneled walls, Victorian details, and helpful staff.

The Victoria's Secret Angels are the brand's most visible models and spokeswomen. Each year, Victoria's Secret holds its annual Victoria's Secret Fashion Show. The angels are among the world's best paid models.

There is much talk about Victoria's Secret as a brand and the image it portrays to the public. It is important to monitor conversation about this company because it will help the organization make sure its goals are being met and if the whole reason for designing the store has been successful. This will also help Victoria's Secret by letting it know what people like about the company and if it needs to make any improvements. Online conversation can reveal a lot about how people feel about a company.

#### Methodology:

The research conducted for the company was set up by using search engines and also by directly visiting social media web sites to search for keywords and subjects on Victoria's Secret brands. Each member of the research team was responsible for finding five discussions or comments about Victoria's Secret on different web sites and search engines. The research team chose to search through sites like Icerocket, yahoo message boards, social media web sites such as Facebook, MySpace, and Twitter, and also on blog web sites like Wordpress. The team located these sites by using search engines like yahoo and Google, and also by their own accounts on social networking sites. The timeframe for this project included comments from January 1, 2009 until the present date. The credibility of sources was located by both visiting direct profiles and blogs of each commenter, or by using statistics sites like Quantcast and Technorati.

## Results:

In order to effectively examine the results of the research conducted it was necessary to organize the data into separate categories. Thus, the data collected for this study on Victoria's Secret was segmented into 5 categories: Shopping Behavior, Product Opinion, Promotion, Brand Identity, Gender Shopping Differences, and Celebrity References.

Twenty percent of the responses pulled were shopping behavior. It expanded on areas such as troubles women have while finding the "perfect" bra size, the similarities in preferences between Canadian and U.S. customers, and the buzz and excitement over receiving the newest edition of the catalogues.

Fifteen percent had to do with product opinion -- specifically the convenience, price, and quality of the products being sold to consumers. Some consumers believe that Victoria's Secret makes it extremely convenient to be able to order straight from the catalogue, saying they enjoy the wide variety of products sold. Some consumers poke fun at the expensive price for the skimpy clothing.

Twenty-five percent of the responses were promotional ads posted by others -- specific sales that the store had going on, sweepstakes to enter to win Victoria's Secret products, the sneak peeks of upcoming collections at the gifting suites, and news releasing the details of the upcoming fashion show set to air in December.

Ten percent had to do with brand identity, the way customers view the products and how they have marketed their brand as a way of life. Consumers express that Victoria's Secret Pink line is not just a color, it is an attitude -- an expression of a girly lifestyle for some consumers.

Fifteen percent had to do with the differences between men and women's shopping experiences -- how they feel in the environment and how they interact and react within the same settings. It is discussed that originally Victoria's Secret was meant to be a relief from department store shopping for me, but now women seem to believe that men still don't belong there.

Fifteen percent of online conversations were celebrity references associated with the company, ranging from current Victoria's Secret models to celebrities not employed by the company but shopping for the products. The models now have their own fan base, being known as a Victoria's Secret model only aids in the publicity that the company gets.

## Conclusion:

The results concluded that Victoria's Secret seems to be quite successful in meeting the goals of the company. The brand is well-known and, more importantly, liked by a majority of the social media network. There are very few negative comments found, leading us to believe Victoria's Secret is doing a good job marketing themselves and creating an image respected by many.

IceRocket <a href="http://www.collegefashion.net/fashion-tips/top-5-bras-every-college-girl-should-own/">http://www.collegefashion.net/fashion-tips/top-5-bras-every-college-girl-should-own/</a>	Blog website.  155 thousand U.S. people.  Attracts four percent more males than females.  Written by Liza from the University of Minnesota.	09/17/09  3:22 p.m.	Talks about the difficulty that top-heavy women face when looking for a strapless bra.
IceRocket <a href="http://whatquebecwants.typepad.com/whatquebecwants/2009/09/inside-out.html">http://whatquebecwants.typepad.com/whatquebecwants/2009/09/inside-out.html</a>	Blog website.  155 thousand U.S. people.  Attracts four percent more males than females.	09/19/09  10:25 a.m.	Discusses the opening of a new Victoria Secret store in Canada. Canadian women have very similar preferences in underwear as women in the U.S.
IceRocket <a href="http://russellyarn.typepad.com/russellyarn/2009/09/knitting-from-victorias-secret.html">http://russellyarn.typepad.com/russellyarn/2009/09/knitting-from-victorias-secret.html</a>	Blog website.  155 thousand U.S. people.  Attracts four percent more males than females.  Written by Jpsangel.	09/18/09  7:26 a.m.	Talks about the convenience of VS catalogs and the everyday wear that they contain that can be worn outside of the bedroom, especially knit-wear. Acknowledges the fact that VS sells regular clothes and not just panties and bras.
Victoria Secret PINK on Facebook <a href="http://www.facebook.com/search/?o=69&amp;init=s%3Agroup&amp;q=Victoria+Secret+pink#/group.php?gid=25187172625&amp;ref=search&amp;sid=5018044.3649711368..1">http://www.facebook.com/search/?o=69&amp;init=s%3Agroup&amp;q=Victoria+Secret+pink#/group.php?gid=25187172625&amp;ref=search&amp;sid=5018044.3649711368..1</a>	Victoria Secret PINK was created by Kandice Roth from LSU.  1,035 members.	06/20/09  5:23 p.m.	Talks about the Pink line and how it is not just a color, but it represents a certain attitude.
Victoria Secret Pink is my life on Facebook <a href="http://www.facebook.com/group.php?gid=2204629066&amp;ref=search&amp;sid=5018044.3649711368..1">http://www.facebook.com/group.php?gid=2204629066&amp;ref=search&amp;sid=5018044.3649711368..1</a>	Victoria Secret Pink is my life was created by Kaitlin Sheldon from Princeton Day School.  194 members.		Discusses how Pink is an expression of a girly lifestyle. It is a way of life.

<p>Victoria Secret Pink is my life on Facebook</p> <p><a href="http://www.facebook.com/group.php?gid=2204629066&amp;ref=search&amp;sid=5018044.3649711368..1">http://www.facebook.com/group.php?gid=2204629066&amp;ref=search&amp;sid=5018044.3649711368..1</a></p>	<p>Victoria Secret Pink is my life was created by Kaitlin Sheldon from Princeton Day School.</p> <p>194 members.</p>		<p>Discusses how Pink is an expression of a girly lifestyle. It is a way of life.</p>
<p>Autumnbaptiste on Twitter</p> <p><a href="http://twitter.com/autumnbaptiste">http://twitter.com/autumnbaptiste</a></p>	<p>Autumnbaptisted follows 12 people on Twitter</p> <p>16 followers</p>	<p>9/21/09 8:41 A.M.</p>	<p>Talks about how the Victoria's Secret clothing line looks a lot different in person than in the catalogue.</p>
<p>FitFamilyNews on Twitter</p> <p><a href="http://twitter.com/fitfamilynews">http://twitter.com/fitfamilynews</a></p>	<p>FitFamilyNews is a fitness club page for women and families from Toronto, Ontario</p> <p>666 Followers and Following 285 people</p> <p>They have 396 Tweets</p>	<p>9/21/09 9:42 A.M.</p>	<p>Discusses the fact that men look at Victoria's Secret Catalogues for the models.</p> <p>" My <b>Victoria's Secret</b> catalogue just arrived yesterday. Why is it on my husband's 'to do' pile?"</p>
<p>Ghost on Myspace</p> <p><a href="http://forums.myspace.com/p/4170340/63085600.aspx?fuseaction=forums.viewpost#">http://forums.myspace.com/p/4170340/63085600.aspx?fuseaction=forums.viewpost#</a></p>	<p>21 Year old male from Rosemead California with 45 friends on Myspace</p>	<p>Thursday 8/20/09 11:57p.m.</p>	<p>Talks about how men are uncomfortable in Victoria's Secret stores and that women look at them like they are creeps.</p>

<p>Peach78 Blog on Wordpress</p> <p><a href="http://peach78.wordpress.com/2009/02/12/victorias-secret/">http://peach78.wordpress.com/2009/02/12/victorias-secret/</a></p>	<p>Wordpress is a blog site ranked 23<sup>rd</sup>, reaching 126.6 million people globally and 30.3 million people just in the U.S. The majority of its users are middle-aged less affluent people with a high index of college graduates.</p>	<p>2/12/09</p>	<p>Discusses how the stores were meant to create a comfortable environment for men, with wood-paneled walls, Victorian details and helpful sales staff. Describes the history of Victoria's Secret.</p>
<p>ShanaraRenee on Twitter</p> <p><a href="http://twitter.com/ShanaraRenee">http://twitter.com/ShanaraRenee</a></p> <p>Found thru Addictomatic.com</p>	<p>Name: Shanara Rimmey</p> <p>Location: UT</p> <p>Following: 151</p> <p>Followers: 212</p> <p>Updates: 2,013</p>	<p>9/21/09</p> <p>10:04 a.m.</p>	<p>Discusses Victoria's Secret's body sizing machine.</p> <p>"Ok!! Has any1 been 2 Victoria's Secret lately n gotten the body match? It's a machine that u stand in &amp; it will tell u ur size! CRAZY"</p>
<p>SaveMoneyDaily On Twitter</p> <p><a href="http://twitter.com/SaveMoneyDaily">http://twitter.com/SaveMoneyDaily</a></p> <p>Found thru addictomatic.com</p>	<p>Name: KMS Savings</p> <p>Location: Tampa, FL</p> <p>Following: 70</p> <p>Followers: 164</p> <p>Updates: 390</p>	<p>9/21/09</p> <p>10:43 a.m.</p>	<p>Victoria Secret Sale.</p> <p>"RT @ VicSecretSales 25% off corduroy skirt @ Victoria's Secret: <a href="http://bit.ly/2QGSAj">http://bit.ly/2QGSAj</a>"</p>
<p>Bing Search</p> <p><a href="http://www.worldscreen.com/articles/display/22485">http://www.worldscreen.com/articles/display/22485</a></p>	<p>From Quantcast:</p> <p>486,417 rank equivalent</p> <p>This site reaches 2,650 U.S. monthly people. The site attracts a more educated, slightly male slanted, HH income up to \$60k group.</p>	<p>9/21/09</p>	<p>Discusses how Alfred Haber Distribution, Inc. has been selected as the exclusive international distributor for the Victoria's Secret Fashion Show, set to air in December on CBS.</p>

<p>miss_gachka on Twitter <a href="http://twitter.com/miss_gachka">http://twitter.com/miss_gachka</a>  Found thru Addictomatic.com</p>	<p>Name: Olya Gachko  Location: St. Petersburg, Russia  Following: 240  Followers: 355  Updates: 1,643</p>	<p>9/21/09  11:30 a.m.</p>	<p>Shares love for Victoria Secret apparel.  "Got victoria's secret catalog...So many things I wanna buy :)"</p>
<p>Yahoo Message Boards  <a href="http://messages.finance.yahoo.com/Business_%26_Finance/Investments/Stocks_%28A_to_Z%29/Stocks_S/threadview?bn=63817&amp;tid=283260&amp;mid=283398">http://messages.finance.yahoo.com/Business_%26_Finance/Investments/Stocks_%28A_to_Z%29/Stocks_S/threadview?bn=63817&amp;tid=283260&amp;mid=283398</a></p>	<p>Name: prince_tahoe  Age: 57  Sex: Male   From Quantcast:  9,367 rank equivalent  Messages.yahoo.com is a top 10,000 destination that reaches over 162K U.S. monthly people. The destination attracts a mostly male, fairly wealthy, 35-49, more educated crowd. The typical visitor invests at nasdaq.com, reads Google Finance, and subscribes to U.S. News &amp; World Report.</p>	<p>8/28/09  12:35 p.m.</p>	<p>Victoria's Secret joke about the sheerness and price of lingerie.</p>
<p>Google Blog Search  <a href="http://www.missomnimedia.com/2009/09/m-i-s-s-nyfw-victorias-secret-gifting-suite/">http://www.missomnimedia.com/2009/09/m-i-s-s-nyfw-victorias-secret-gifting-suite/</a></p>	<p>Gabriella Davi-Khorasane is the co-founder and Editor-In-Chief of M.I.S.S. She is also the founder and designer of Mama, an internationally recognized ladies' contemporary line.</p>	<p>9/21/09</p>	<p>Discusses Victoria's Secret gifting suite in New York City where you get a peek of the upcoming collections. Pictures are included.</p>

	<p>Website:  <a href="http://www.gdkisthenewblack.com">www.gdkisthenewblack.com</a></p>		
<p>Google Blog Search</p> <p><a href="http://contests.about.com/b/2009/09/19/lucky-breaks-and-victorias-secret-give-you-250-chances-to-win.htm">http://contests.about.com/b/2009/09/19/lucky-breaks-and-victorias-secret-give-you-250-chances-to-win.htm</a></p>	<p>Sandra Grauschopf has been working in the contest industry since 2002. She is actively involved in the sweepstakes community, and she manages a professional sweepstakes website and contests forum as well as the About Contests site.</p>	9/19/09	<p>Promoting Lucky Magazine's sweepstakes that gives you 250 chances to win Victoria's Secret products.</p>
<p>Technorati.com</p> <p><a href="http://technorati.com/posts/NJicepVgNaaM5GRfGqUT4up09GM4medd1kwv5qsW2q4%3D">http://technorati.com/posts/NJicepVgNaaM5GRfGqUT4up09GM4medd1kwv5qsW2q4%3D</a></p>	<p>From Quantcast:</p> <p>988 rank equivalent</p> <p>Technorati is the recognized authority on blogs. Provides real time search and discovery of what is happening on the web right now.</p> <p>From Technorati:</p> <p>Rank: 111,403</p> <p>Authority: 31</p>	9/19/09	<p>Announces a sale for 7 undies from Victoria's Secret for \$25. Sale starts on September 19 and ends on September 21.</p>
<p>Technorati.com</p> <p><a href="http://technorati.com/posts/_jbxkzDeRkEPqc2iX801zEdziuLLz4GR6tm_Sl4o1s%3D">http://technorati.com/posts/_jbxkzDeRkEPqc2iX801zEdziuLLz4GR6tm_Sl4o1s%3D</a></p>	<p>From Quantcast:</p> <p>988 rank equivalent</p> <p>Technorati is the recognized authority on blogs. Provides real time search and discovery of what is happening on the web right now.</p>	9/18/09	<p>Hilary Duff was spotted at Victoria's Secret's gifting suite in New York City on September 18, 2009 with Michelle Trachtenberg.</p>

<p>Technorati.com</p> <p><a href="http://technorati.com/posts/jbkhkzDeRkEPqc2iX801zEdziuLLz4GR6tm_SI4o1s%3D">http://technorati.com/posts/jbkhkzDeRkEPqc2iX801zEdziuLLz4GR6tm_SI4o1s%3D</a></p>	<p>From Quantcast:</p> <p>988 rank equivalent</p> <p>Technorati is the recognized authority on blogs. Provides real time search and discovery of what is happening on the web right now.</p> <p>From Technorati:</p> <p>Rank:858</p> <p>Authority: 759</p>	<p>9/18/09</p>	<p>Hilary Duff was spotted at Victoria's Secret's gifting suite in New York City on September 18, 2009 with Michelle Trachtenberg.</p>
<p>Technorati.com</p> <p><a href="http://technorati.com/posts/9hFrIlib3dP0M571qyQzeUXkZPuQMqNDPvfEdwk25Bkk%3D">http://technorati.com/posts/9hFrIlib3dP0M571qyQzeUXkZPuQMqNDPvfEdwk25Bkk%3D</a></p>	<p>From Quantcast:</p> <p>988 rank equivalent</p> <p>Technorati is the recognized authority on blogs. Provides real time search and discovery of what is happening on the web right now.</p> <p>From Technorati:</p> <p>Rank:195,092</p> <p>Authority: 18</p>	<p>9/19/09</p>	<p>Victoria's Secret's supermodel Miranda Kerr, who's known to be dating Orlando Bloom, was spotted out at night with actor Lukas Haas.</p>
<p>Technorati.com</p> <p><a href="http://technorati.com/posts/JoUSfzsnSpx3NOHbN1t0hOlP9sXNKE1dtZZtVqCTiVo">http://technorati.com/posts/JoUSfzsnSpx3NOHbN1t0hOlP9sXNKE1dtZZtVqCTiVo</a></p>	<p>From Quantcast:</p> <p>988 rank equivalent</p> <p>Technorati is the recognized authority on blogs. Provides real time search and discovery</p>	<p>9/21/09</p>	<p>Victoria's Secret supermodel Heidi Klum was showing off her pregnant stomach at the 2009 Emmy Awards in a black Marchesa gown.</p>