THIS CONCEPT BOOK IS FOR THE CAMPAIGN OF YUNIT. WITH THIS CAMPAIGN WE WANT TO RAISE BRAND AWARENESS AND MAKE THE TRIBE ASSOCIATE YUNIT WITH IDEAS OF INCLUSIVENESS. THE BRAND WANTS TO MAKE PEOPLE REALIZE THEY HAVE MORE SIMILARITIES THAN DIFFERENCES.

THE CONCEPT BOOK COVERS THE BIG IDEA, STRATEGY AND MEDIA TOOLS FOR THIS CAMPAIGN.
Yunit is a new brand on the market of universal clothing. Within the New Costumer Journey (Model by Kelly Mooney, 2012) it is logical to focus on the first part; consisting out of the search, discover and assess phase.

The barrier is to get people to the discovery and assess stage. To achieve this, the main focus of the communication campaign is on cognitive and affective goals. The brand wants to achieve these goals within one year in the Netherlands.
Cognitive objective

YUNIT WANTS TO ACHIEVE THAT AT LEAST 15% OF THE TRIBE IS AWARE OF THE BRAND.

Affective objective

YUNIT WANTS AT LEAST 10% OF THEIR TRIBE TO ASSOCIATE THE BRAND WITH IDEAS OF UNITY AND INCLUSIVENESS.
Communication Tribe

The communication tribe of Yunit values real contact. Everyone has Facebook and Instagram, and is active on it. But these types of social media channels are used for their network. For their friends they use Whatsapp, which is more personal and relies on communication in small groups. They call, text and meet up. It is this mix of online and offline communication that is important in their lives. They like to really get to know people, are interested in meeting new people and hearing their stories.

Most time the communication tribe spends online is when they are waiting; browsing through social media and finding articles. Short funny ones and little lists as well as in depth articles relevant to society. The tribe is quite involved in society. That is what they care and mostly read about. They like De Correspondent as they have relevant subjects with a critical view.

They care about how they look, but not too much. The communication tribe usually looks quite casual, their wardrobe is made up of concept store clothing, regular cheap brands and some sustainable clothing. They like to go to concept stores but when they cannot afford it, will buy at cheaper high street stores. The communication tribe likes to visit the concept stores several times, but will not always buy the same brands - which makes them more store loyal, than brand loyal.
Social Media
The communication of Yunit will be mostly present on Facebook and Instagram, as these are the social media channels the tribe is most active on. They also use Whatsapp, but we do not want to invade their personal online space. As you could get a counter reaction when doing this, because we are in the network zone, not the friend zone.

Instagram is most important, because we can make the campaign really come to life here. With use of hash tags we make clear what the big idea of our campaign is. We will be using the following hash tags as a basis: #allthelittlethings #forpeoplewith #moresimilarities

Next to this we have hashtags going along with each campaign message, putting emphasis on that particular message.

When systematically using these hash tags, Yunit gets known for them and people link them to our brand story. We will also work with weekly themes for consistency and to give our tribe a sense of familiarity.

On Facebook we have posts supporting these weekly themes, these could be in the form of a quote or an article.

On Facebook we will be working with content marketing. We will not write the content ourselves but we are a curator. Which means Yunit finds articles worth sharing with our tribe. These articles should be new, interesting and engaging. We do this to show our concept and values in a different way that is relevant for our tribe.

Proposition

YUNIT IS THE ONLY UNIVERSAL BRAND THAT MAKES T-SHIRTS WHICH BRING EVERY ONE TO AN EQUAL OPEN-MINDED LEVEL, MOSTLY IN URBAN CITIES IN THE NETHERLANDS, WHO LONG FOR INCLUSIVITY IN THIS ERA OF INDIVIDUALITY.
Insight

THERE IS NO DIVERSITY IF YOU DO NOT LOOK FOR DIFFERENCES.

Product
The communication tribe values a mix of online and offline. Our main offline focus is the levelling universal t-shirts, so we want to emphasize on this with our communication. The shirts are sold in different concept stores in the Netherlands, and a huge positive aspect is the price of the product. It is one of the most affordable products in these stores. The communication is on the labels of the shirts as well as on the tags. The labels will have the brand tagline on it, as they will not change with each campaign message. The tags will change more frequently, as the message of the campaign changes.

Frequency
The big idea exists out of one campaign message, but this will be told in six different ways. Each message will have a short movie, photo series, social media strategy, and a different tag on the shirts. This campaign will run for a year and will be told in six different ways, which means another version will be launched every two months. This frequency will keep the tribe interested and motivated to follow Yunit.
Oh, and sometimes they bite their nails.
Yunit believes people have more similarities than differences. We want our communication tribe to realize this. So they will see the world as we, and feel included. To translate this belief into a creative concept for the communication of Yunit, we work with the big idea - well actually small idea, that; it is all the little things that connect us.

We are here for people with thoughts, feelings and a beating heart. Three little, but important things each person has in common, yet people hardly think about these basic things that make us human. What we want is for people to see each other as persons without prejudice, just like we do. So it feels natural that the tagline of the brand will be: “For people with thoughts, feelings and a beating heart.”

This is still quite an abstract way of communicating our message, so for the campaign it needs to be more simple and recognisable for people. The campaign is built upon the same idea, but will focus on smaller similarities. Silly little things, embarrassing little things, funny little things, recognisable to everyone. Such as spilling your coffee, biting your nails when you are nervous, singing along to songs in the car.

All the little things that make you a normal human being, but you do not always realize other people share these habits. So the tagline of the campaign will follow up on the brand tagline; For people who (insert: different little thing each time). To show people little things they have in common, with a smile of recognition. It is important that it is always something people can relate to, so everyone feels included. The campaign will consist out of six different messages. The messages of this campaign are approached in the same way, but with a different topic for variation to keep the communication tribe engaged.

So people will first recognise themselves in a little thing they do when seeing the campaign. Then realize other people do this as well and feel a little connected. Seeing Yunit and its tagline, they come in contact with our story and beliefs. People do have more similarities than differences.
Six messages

FOR PEOPLE WHO FORGET TO WATER THEIR PLANTS

FOR PEOPLE WHO SING ALONG IN THE CAR

FOR PEOPLE WHO DANCE WHEN NOBODY IS WATCHING

FOR PEOPLE WHO LOSE THEIR KEYS

FOR PEOPLE WHO WEAR CLOTHING INSIDE OUT

FOR PEOPLE WHO DROP THE COOKIE IN THEIR TEA
First campaign message

FOR PEOPLE WHO FORGET TO WATER THEIR PLANTS.
**MOVIE**

The campaign movie starts with a short introduction of all the people starring the movie. Followed by the introduction of their plants and how they take care of it.

During the movie you hear them say cryptic things about the way they take care of their plants. It ends with “For people who forget to water their plants.” Followed by the logo of Yunit.

The movie will be published on Youtube, Vimeo and the website. As well as shared via the social media of Yunit, and the concept stores where it is sold. As they like to share content of their brands.

The movie will be shared on an iPad when Yunit has a stand on markets (Local Goods Market, Pop-up Sale) and other social events.
FOR PEOPLE WHO FORGET TO WATER THEIR PLANTS

YUNIT
PHOTO SERIES

The storyline is the same for the movie and the photo series. The photos are used as an addition to the movie. It will be used as a trigger to get them to watch the campaign movie.

The photos will be published on the website and shared via the social media of Yunit, as well as the concept stores it is being sold. These stores like to share content of the brands they sell.

The photo series will also be the basis for the flyer. This flyer will be spread at markets and other social events, to make people aware of the brand. It will contain the photo series with a small explanation text.
CAMPAIGN

TAGS

For this campaign the tagline “For people who forget to water their plants” will be printed on Calc paper. This is an addition to the thick paper tag only stating the size. Adding this tag gives more brand feeling. As well as bringing the product and campaign closer to each other.

LABEL

During the whole campaign the label in the t-shirts will have the tagline “For people with thoughts, feelings and a beating heart.” This is also a tool to include the product in the campaign. To establish the connection between online and offline, between product and communication.
CAMPAIGN FOR PEOPLE WHO FORGET TO WATER THEIR PLANTS
FOR PEOPLE WITH THOUGHTS, FEELINGS AND A BEATING HEART
INSTAGRAM
To get the campaign going on Instagram Yunit works with the theme of ‘all the little things’. This is supported by the following standard hashtags; #allthelittlethings #forpeoplewho #forgettowatertheirplants #including. In addition to each photo there are personal hashtags as well. With using hashtags for this theme it is easy for our tribe to find us, understand us and create an engagement.

Posting a photo of a real person with their plant each Wednesday and Saturday. To have a consistency for our target group, so they kind of know what to expect.

The style of Yunit on Instagram is always #nofilter, to be honest about who we are. When using photos of people; they need to be real and not too much posing. As well as working with real situations and not staging.
yunitstudio  Vera & Her plant
#allthelittlethings #forpeopleno
#forgettowatertheirplants #nofilter
#wednesday

yunitstudio  Her plant & Vera
#allthelittlethings #forpeopleno
#forgettowatertheirplants #nofilter
#wednesday
FACEBOOK
On Facebook Yunit will mainly be a content curator. The brand is too small to create all of its content by itself, so we curate it. This means we look for new and inspiring articles that support our beliefs and thoughts and share them with our tribe. This is important for people to become aware of our brand. It is also relevant for our tribe, because we keep them up to date with articles they find important.

We want our tribe to see us as a brand that includes everyone and accepts everyone for whom they are. Human is our central value, so in our social media communication we communicate a lot about humans as well. We see the similarities between all human so we share content about diversity, equality and democracy. Not only from a social and culture point of view, but also from a scientific, technical and economical point of view. The content will diverse from articles, arts and virals. As long as it fits Yunit and is relevant for our tribe.
THAT HEART | Just as simple as that

Images
Page 4 Kai Newman by Premier Model Management
Page 9 FoamLab Amsterdam
Page 12, 13 Charlotte de Gier
Page 14 Nikki Neervens
Page 16 Nikki Neervens
Page 20, 21, 22, 23 Cyrion Willems
Page 24, 26, 27, 28, 29, 30, 31, 32 Charlotte de Gier
Page 34 Josine Castelein, Yunit Studio
Page 37 Nikki Neervens
Page 39 Upworthy