DOCUMENTARY CONCEPT AND STRATEGY
IDENTITY MONKI

THE PROBLEM

THE GOALS

THE CONCEPT

DOCU CONCEPT
Monki is a youthful, bright women’s wear brand. It is part of the H&M group and was launched in 2006. The brand strives to be more and more sustainable, and are trying to achieve this by using organic cotton for their garments as much as possible. Monki is an on-trend brand with a quirky fashion style, and they like to see themselves as a lifestyle brand. They do so by selling (digital) accessories, decoration, books and more.

Since Monki is a brand by women for women, they strive to empower them worldwide. They want to provide a stage for limitless self-expression in terms of opinion, style and everything that makes you, you.

VISION

We believe that we must continue the discussion for women’s rights

MISSION

Through our clothing, we enable women to express who they are and to always feel powerful
CHAPTER 1
MONKI

One of the images of Monki’s 2016 campaign: “Monki takes a stand for women”
Even though MONKI positions itself as a feminist brand, the segment doesn’t perceive the brand in this way. They think the way Monki communicates feminism lacks depth and feels childish in visual language. The result is that Monki fails to connect with a segment that forms a great part of their target group.

The segment shops at Monki occasionally, but doesn’t identify with the brand. Study shows that people - especially from Generation Z and Millennials - don’t want brands that just ‘sell stuff’. They seek brands that are tackling the bigger issues that are relevant to them. These ‘Cultural Movement’ brands are more capable of engaging with consumers in today’s society.

If Monki succeeds in making the segment feel represented by the brand again, it can re-establish the relation and increase their sales.
The campaign should restore the belief of the segment in the brand.

The campaign should re-establish the connection with the segment by showing the brand actually has in-depth knowledge about feminism.

The segment should feel represented and understood by the brand. If Monki achieves to position themselves as a like-minded brand, it can regain the belief of the segment.
THE CONCEPT
In order to make a change today, we need to know what we fought for in the first place. Monki wants to bring back the spirit of the old days to make a change for the future.

Though we’ve come a far way, we are still not equal. Women still earn less than men. There are still way more male politicians than female. Let’s get inspired by the unstoppable attitude of the past to tackle our problems of today. Why now? Because the future is already in the making. We’ve got no time to lose.

Through a campaign including three short documentaries, Monki explains how the history of feminism can still inspire us to make a change for the future.
"KNOW YOUR PAST TO RULE THE FUTURE"

The documentary is constructed of three short episodes. In each episode, a Fourth Waver will explain how feminism of the past can be an inspiration for today. They do so by each introducing one feminist of the past that made a change, and explaining how this icon inspires herself.

The segment craves like-minded brands that have a message they believe in. The hosts in the documentaries will be the ones to bring this message across. Just like the segment, they are Fourth Wavers, and this will make the segment feel represented and understood.
NAME: Nine Lola
AGE: 26

Nine is a young journalist and entrepreneur for Ms. Mokum, an all-female lifestyle creative agency in Amsterdam. She is a proud feminist and expresses this in her writing, on her social media channels and of course in real life. She walked the Women’s March with pride and never goes a debate out of the way. With over 6K followers on Instagram, she has a great platform for spreading the message that it is our duty to stand up for womankind.

NAME: Gloria Marie Steinem
AGE: 83

Gloria is a feminist and activist of the first hour. In the sixties and seventies, she was the spokeswoman of the Women’s Liberation Movement. During her career as a journalist for the New York Magazine, she used her position to highlight how women were still expected to be submissive and that we should root for their rights. She was an advisor of several party leaders during presidential campaigns from the sixties onwards, and has had a great say in the political debate.

In the first episode, Nine will introduce the viewers to Gloria. Nine will explain the viewers how Gloria Steinem gives her strength to raise her voice in the media, and to claim her freedom of speech. Both women have a platform with great reach to express their opinion, and Nine will explain how to use this in order to make a real change.
In this episode, Jamila will explain how Angela fights for the inclusivity of all genders and especially races, and how this inspires her to stand up herself. With their common purpose as a feminist, they make an inspiring match between the past and the present, and show how important it is to continue this discussion until we achieve change.

NAME: Angela Yvonne Davis
AGE: 73

Angela is an American political activist, author and dedicated feminist. She used to teach at the Feminist Studies Department at the University of California (Santa Cruz), and believes that educating feminism should become the norm instead of an optional subject. Not only does she fight white feminism, she aims to combat each and every form of oppression and exclusion, worldwide. With the current issues of white feminism and the Black Lives Matter movement, her actions and vision are now more relevant than ever.

NAME: Jamila Meischke
AGE: 21

Jamila is a Sociology student in Amsterdam. She is a passionate feminist, and strives to end white feminism: the fact that women of colour are often excluded from the movement, their inequality issues being concerned as less important. Jamila works as a bartender, and has to deal with cat-calling from guests quite often. In that case, she’d respond right away with a confronting and snappy comeback, expressing that she is not to be messed with.
EPISODE #3: FEMINISM IN FASHION

NAME: Melissa van Beek  
AGE: 25

Melissa is a model, hostess and style icon living in Amsterdam. On her social media channels, she is celebrated for how she is herself and how she shows her wide variety in style. She dresses as she feels and believes the most important thing about style is to never dress for anyone but yourself. Her style can be described as urban and a little boyish, and she loves to mix and match feminine and masculine elements to create her own style and make a statement.

NAME: Coco Chanel  
AGE: 87

Coco Chanel’s mission was to free women from what was expected from them in dress. She dedicated her life to dressing the modern women and freeing them from the conventions in dress by providing them with pants and suits, which were a no-go for women in the early 1900s. By doing so, she showed women that fashion is a platform for self-expression, not to live up to expectations. She introduced the world to an independent, confident woman who dressed and behaved as she liked.

In the last episode, Melissa will highlight how Coco Chanel supported female independence. She freed the female from how men expected us to dress, and gave us confidence through clothing. Style icon Melissa also expresses herself through clothing and strives to pass this state of mind on. In episode three, Melissa will present how Coco Chanel became an icon for the independent, fashionable woman, and how this has influenced herself to dress how she feels.
CAMPAIGN STRATEGY

The campaign will launch on July 1st, and will take place on three levels:

1: ONLINE

Because the Fourth Wave thanks its rise and impact to the internet, the campaign will be the most active here. On the Facebook page of Monki, the short documentaries will be published in posts. Since the segment already likes Monki on Facebook, the video will pop up on their timelines. They were skeptical about the previous feminist campaign of Monki, but did indicate they were curious to see what the next move of Monki would be on this topic. Therefore, they will most likely stop and watch the video to see if the brand can live up to their expectations this time.

On the Facebook page, one video per month will be posted. At the end of every video, the host invites the viewer to join the discussion by using the hashtag #RULETHEFUTURE. This is a forum for discussion, sharing thoughts and encouraging each other to engage in the movement. The segment already discusses on Facebook in comments, for example under posts of brands. Monki will give them a special environment for this.
Since the segment is active on Instagram and use it mainly for visual inspiration, the Monki Instagram account will feature backstage footage of the documentaries. Here, the brand can draw the segment’s attention for the documentaries, and communicate the campaign message in accompanying quotes of the icons.

monki  “I think it’s funny some people think I need their approval on my style. I dress how I feel, not for your freaking satisfaction”. Go to facebook.com/monki and watch the series to meet this power-feminist.
#RULETHEFUTURE

#RULETHEFUTURE is the conversation starter of the campaign. The purpose of the hashtag is that the users will post how they express their feminism to share this positive state of mind with others.

A selection of these messages will be linked with an icon of the past that has dealt with this issue. For example, if a consumer posts something about equal pay, Monki will start a forum topic, telling how Emmeline Pankhurst fought during the early 1900s for equal pay by striking. This way, the users can get inspired by actions of the past to make a change for the future again.

WHERE?

- The hashtag will be featured on the posters in the store
- It will be mentioned in the teaser and at the end of each documentary episode
- Tote bags from organic cotton with the hashtag printed on will be handed out at the end of every lecture night

HOW?

1. A user ends her message with the hashtag on Facebook or Twitter
2. Monki collects the messages and picks one message per day
3. Monki links the message to an icon of the past who deals with the topic of the message
4. Monki starts a forum topic on facebook.com/Monki, introducing the users to the past icon. They will provide the user with information about the past icon, which shows them again that we can learn a lot from the history of feminism.

Eline Kemperman
@ElineKemperman

Today I became the first female CEO of my company!! Today the business, tomorrow the world.. *evil laughter* #RULETHEFUTURE
KNOW YOUR PAST TO RULE THE FUTURE

WHY BOTHER RAISING YOUR VOICE IF YOU DON’T KNOW WHAT YOU’RE SAYING? - NINE

Show us how you break conventions with feminism as your weapon. Use #RULETHEFUTURE and join the Facebook discussion.
2: RETAIL & GUERILLA

In the retail stores, all episodes of the campaign can be watched on iPads as soon as they have been published on the social channels. The store will be decorated with posters displaying the campaign name and the documentary hosts. The posters will feature a quote of each host, ending with the following text:

*Show us how you break conventions with feminism as your weapon. Use #RULETHEFUTURE and join the Facebook discussion.*

During the campaign, there will be photo booths in the Monki retail stores. In the photo booth, the visitor can choose one of the three icons (Gloria, Chimamanda or Chanel) and the booth will put the picture of the visitor’s face on the body of the icon, accompanied with a quote by that icon.

The picture can only be obtained by logging in on your Facebook account. The picture can then be shared on the timeline of the user. This way, the users spread the message of the campaign as well.

Bike caps with the hashtag will be placed on bikes in areas where the segment often comes: around the HvA and UvA, Leidseplein, The Nine Streets and the Kalverstraat/Rokin.
3: LECTURES AS EVENTS

Monki will also sponsor events at venues where the segment likes to go for lectures: De Balie and Pakhuis de Zwijger. The segment enjoys going to debates and lectures about feminism, equality and other cultural-political actualities. Monki will host three lectures: each lecture will tackle a topic of one of the episodes. The evening will be hosted by the icon from that specific documentary, who invites two experts on that specific topic for the debate.

LECTURE #1: FEMINISM & MEDIA
HOST: NINE LOLA
SPECIALIST 1: ANJA MEULENBELT
SPECIALIST 2: OLGA KORTZ

The first lecture will be hosted by Nine, the host of the first documentary. She will explain the current situation of women in the media: how they are represented (unfortunately, often still through the inescapable male gaze) and will share numbers of female journalists versus male journalists. Men still dominate the media/journalism, yet we can do something about this. How? By getting inspired by journalist, feminist and activist Gloria Steinem. Nine will explain what measures Gloria took to fight this, and that these measures can still be applied in the present to positively influence the future. She will then introduce the public to Anja Meulenbelt, author of the book “Het F-Boek” in which she explains why feminism is as crucial now as it was in the early 1900s. Editor of i-D Netherlands, Olga Kortz, will also be present. In a male-dominated field, she fights for more positions and visibility for women. After the two have been introduced, the women will start a debate on how to improve female power in the media, in which the visitors can participate as well.
Nine, the host of the documentary Feminism & Media, will host the homonymous lecture.
Jamila from episode two on Feminism & Politics will host the second lecture.
LECTURE #2 FEMINISM & POLITICS

HOST: JAMILA MEISCHKE
SPECIALIST 1: CHRISTELLE MUNGANYENDE
SPECIALIST 2: SUNNY BERGMAN

Lecture two will be hosted by Jamila. This young Sociology student will first talk about why she chose this study and how it has made her realize the many areas of improvement when it comes to women in politics. She is especially worried about the lack of representation of women in politics, and white feminism that is still on the rise. This is the moment when she brings up Angela Davis, author and political activist/feminist. Jamila will continue with Angela’s greatest achievements in the battle against white feminism and the underrepresentation of women in politics. Also present at the lecture are Christelle Munganyende and Sunny Bergman. Christelle is majoring in Political Science and is an entrepreneur at G(irls) 20 summit, an project aimed to empower women of colour in the government. Sunny Bergman is a script writer and documentary maker, most known for her documentary “Zwart Als Roet” in which she analyses prejudices based on skin colour in the Netherlands. The three women will discuss actualities involving women of colour in politics, and have a debate in which it becomes clear how present this issue still is. Jamila will close the lecture by specifically explaining how we can achieve change with similar actions: think of arranging your own political/feminist group to spread the word and discuss, or even something as little as sharing your opinion on this topic with other people.
LECTURE #3 FEMINISM & FASHION

HOST: MELISSA VAN BEEK
SPECIALIST 1: BONNE REIJN
SPECIALIST 2: FONG LENG

The final lecture will be presented by style icon and model Melissa. She will start the lecture about how she started modeling at a young age, and how this forced her to be independent and confident. This confidence helped her develop her own fashion style; this attitude allowed her to express and dress how she feels. This differs per day, but she’d describe her style mostly as “tomboy”. She will continue explaining to the public that when it comes to dress, women are still decided for very often. Recently, a British women was sent home from her office job for not wearing heels to work. From this ridiculous fact, she will link the conversation to Coco Chanel, and how she provided women with clothing that was comfortable and displayed an air of confidence. Also present at the lecture are Bonne Reijn and Fong Leng. Bonne Reijn is an Amsterdam-based designer of unisex denim suits. His vision is to let people’s personality speak, instead of letting someone’s appearance define their personality for them. He will explain why it is ridiculous that we still assume women to explicitly dress la-

...dy-like, while we should focus on their capabilities and personalities. Fong Leng is a designer with tremendous self-confidence, living by the motto: “be stubborn, be a rule-breaker, be unstoppable”. She never followed a single trend and has created a one-of-a-kind exotic style that has been cheered on by fashion enthusiasts since 1969.

Melissa will end the lecture with tips how to stand up for self-expression: wear whatever you want, when you want, and whenever someone unjustly demands you to dress or behave a certain way, do the opposite.
The final lecture will be hosted by Melissa, known from the documentary on Feminism & Fashion.
1. WEBSITES

A press-release from Monki about this campaign will be sent to the favorite news platforms of the segment: VICE, i-D Magazine and Glamcult. These platforms can write news items about the campaign. Since both websites work a lot with sponsored ads on their website, the trailer can be promoted on these websites through banners and pop-ups with the trailer. Monki will also invest in Facebook Ads, so that the campaign will pop up on the segment’s timeline frequently.

The lectures will be shared by the Facebook page of Monki, De Balie and Pakhuis de Zwijger. The event pops up on the timeline of the segment, so they can add it to their events. Facebook automatically sends an event reminder on the day of the event.

2. TELEVISION

The segment doesn’t watch much TV, but does enjoy watching VICELAND: VICE’s new TV channel. Therefore, the trailer of the documentary-series will be shown as a commercial on VICELAND. This trailer will be shorter than the online trailer (which is 1:20 long). This is to keep the audience interested and reduce costs. The commercial for VICELAND will be 20 seconds long.
PLANNING

**JUL. 1ST**
**IN-STORE CAMPAIGN KICK-OFF**
The retail stores of Monki will embody the campaign in order to create an all-round experience. From today onwards, the stores will follow the structure of the documentary strategy, and will display posters of the current documentary’s icon, starting with Nine. The portraits change every month.

**JUL. 3RD - SEPT. 4TH**
**DOCUS**
On July 3rd at 9AM, the campaign will kickstart online. The teaser and episode #1 of the series are launched on the Facebook page and the teaser will be broadcasted for the first time on VICELAND. On this day, the press release is sent out to the media as well. A new documentary will be posted once every month, always on Monday.

**JUL. 27TH - SEPT. 28TH**
**LECTURES**
Three weeks after every documentary is launched, the accompanying lecture will take place. The lectures are on the last Thursday of the month. The first one will be at July 27th at Pakhuis de Zwijger. This way, the documentary can reach the segment, and it gives the segment the time to digest its content, so they can take part in the debate three weeks later.

**AUG. 1ST & 2ND**
**GUERILLA ACTION**
On the first of August, the bikecap guerilla action will kickstart. For two days, bikecaps will be placed on bike saddles to draw attention to the campaign and invite the segment to join the online conversation. Once online, they will also discover the documentaries if they hadn’t done so yet.

**SEPT. 28TH**
**FINAL LECTURE AND PARTY**
Today, the final lecture will take place. For this special occasion, the lecture moves to De Balie at Leidseplein. After the lecture, the visitors can get a spot on the guestlist at the Chicago Social Club if they can show at the door they have used the hashtag on social media (by showing their phones at the door). The party will be a festive end to the campaign, uniting the segment and literally celebrating feminism.
VISUAL STYLE

The segment indicated that they didn’t perceive Monki’s last campaign as genuine, partly because it was so pink, staged and sugar-coated. Therefore, this campaign will adopt a more mature visual language with a less plastic colour palette.

1. TYPOGRAPHY

For titles and headers, the font Futura Condensed Extra Bold will be used, always in all caps. This font has a straight-forward and loud character, which matches the message of the campaign. This is also the font of Monki’s official brand logo.

FUTURA CONDENSED EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

,.?!@#$%^&*()

To ensure consistency in typography throughout the entire campaign, the font of the body text will be Futura Medium.

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

,.?!@#$%^&*()
2. COLOUR PALETTE

The colour palette used in the visuals of the campaign are less saturated than the ones in Monki’s previous campaign. This way, the look and feel gets a more genuine and mature character, since the campaign aims to bring across a serious message.

3. PHOTOGRAPHY

The photography and moving footage will never be shot in a studio, but in the ‘real world’: outside and inside houses. Art Direction and styling of the sets will be kept to a minimum in order to convey an authentic feeling.
"We have to stand together in order to make a change, so let's join forces"

- Robin Alper, Fourth Waver
REFERENCES

COVER:
Own photography

PAGE 4-5:
- All images courtesy of Monki.
  http://www.Monki.com/gb/

PAGE 8:
- Self-portrait by Frida Kahlo.
  https://www.biography.com/people/frida-kahlo-9359496

PAGE 12-15:
- Own photography
- Image Gloria Marie Steinem: courtesy of Rex Shutterstock.
  https://www.rexfeatures.com
- Own photography
- Image Angela Davis. http://www.famousafricanamericans.org/angela-davis
- Own photography
- Image Coco Chanel by Boris Lipnitzki, 1936. https://www.flickr.com/photos/69017136@N04/16311023523

PAGE 16:
- Own photography
- Images by Dean and Jeska Hearne.

PAGE 17:
- Own photography

PAGE 18:
- Screenshot of Twitter feed Eline Kemperman. http://twitter.com/ElineKemperman
REFERENCES

PAGE 19:
- Own photography
- Image Frida Kahlo
  https://www.biography.com/people/frida-kahlo-9359496

PAGE 21:
- Image Anja Meulenbelt
  http://www.anjameulenbelt.nl
- Image Olga Kortz by Latoya van der Meeren
  https://www.facebook.com/olga.kortz

PAGE 22:
- Own photography

PAGE 23:
- Own photography

PAGE 24:
- Image Christelle Munganyende
- Image Sunny Bergman
  http://www.imdb.com/name/nm0074864/

PAGE 25:
- Image Bonne Reijn
  http://static.halal.amsterdam/content/uploads/2015/02/38_Bonne_041-390x544.jpg
- Image Fong Leng
  https://www.vogue.nl/magazine/nieuws/gallery/a-night-to-remember/fong-leng

PAGE 26:
- Own photography

PAGE 27:
PAGE 30:
From left to right

PAGE 31:
- Quote by Robin Alper from focus group
- Background image Women’s March
CHAPTER 1

MONKI

GRADUATION PROJECT
RUBY CRUDEN
2017