Product
Creative brief
Campaign concept

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Context

The $2.4 trillion fashion and apparel industry is one of the largest consumer industries (Kell, 2018). While on the one hand the fast fashion industry is growing. On the other hand, consumers and the industry's current perception of fashion as something disposable is increasingly problematic. It is interesting to notice, that many studies found that consumers in general have a positive attitude towards sustainable products. However, they often end up not purchasing sustainable products (Carrigan & Attalla, 2001; McDonald, Oates, & Thyne, 2009; Nicholls & Lee, 2006). The barriers are price, information and accessibility. Social marketing is to influence a market to voluntarily accept, reject, modify or abandon a behaviour for the benefit of individuals, groups or society as a whole. People make rational (system 2) and irrational (system 1) decisions. Only sending one-way information and expecting people to change is not enough. Certainly, behaviour, especially fashion consumer behaviour, is directed unconsciously. Factors such as physical environment, habits and social dimensions are important to consider. The social norm appeared to be essential for purchasing fashion. People are herd animals; they like to follow. By taking away the barriers, changing them into benefits and making the proposed behaviour easier. Ultimately, when the attitude of fashion consumers becomes more positive, this is the first step towards sustainability. When the attitude is positive this will influence the intention to actively buy more sustainable clothes and subsequently this will lead to more sustainable behaviour. In order to make a successful social marketing campaign for sustainable fashion, it is imperative to make a segmentation of the entire society. A segmentation is needed to find the right triggers and identify (emotional) barriers for the consumers. The target group needs to feel attracted to receive the message. The purpose of the government campaign is to influence the ‘structure seeker group’ to consume sustainable fashion.

Target audience description

This so called ‘structure seeker’ group constitutes 32% of our society (Motivation, 2018). This group lives in the present and enjoys an easy, structured life. Their lifestyle is passive and impulsive. They are materialistic and they are consumption and entertainment focused. They follow others easily since they want to be part of a group. They pay a lot of attention to their appearance. The structure seeker pays little attention to ambition and responsibility.

In their daily life they pay little mind to sustainability. However, there is more information about sustainability and they do care more since the last few years. Mainly because there is more knowledge, and it is easier to access. They are still skeptical towards the sustainability topic. In addition they don’t see the value of behaving sustainably, since they believe that individually, they will have little impact. The criteria to buy a product is based on price and quality.

Tone of voice

The communication should be positive, enthusiastic, fun and entertaining. This groups listens to short and easy language as they can easily associate to this.

Communication approach

For the ‘structure seekers’ it is important to make sustainability reachable and accessible. For them using the term sustainability in fashion does not work because they associate it with expensive. Since they are vulnerable to peer pressure and they are easily influenced by their surroundings, they should get the feeling that everybody around them is behaving in the desired behaviour, the use of famous people works well. Social responsibility or governmental policy is not a way to convince them.

Creative brief

Communication (media) channels

The communication needs to be in the place where this target group is found, where they display the undesired behaviour and where they can change to the desired behaviour. This audience is found for example in the Kalverstraat (Amsterdam). From the media channels, it is important to receive a form of action. The focus will be on social media. Advertisement billboards are used as well. Furthermore, a nudge works well to take away the barriers by presenting them with other options that benefit them without using the word ‘sustainability’; this will be done through an intervention in the place where they display undesirable behaviors.

Campaign concept

Leading this group from fast fashion to sustainable fashion with the ‘Worn-by campaign’. Fashion is a change of direction. From the Kalverstraat and other ‘fast fashion’ streets footsteps will lead the consumers to sustainable fashion stores, for example, Episode. This is a nudge and provides a fun way of finding these stores. Without paying too much attention to sustainability. In this way they can literally find sustainability. With the help of billboards of famous people wearing a garment that could be found in the United Goods stores. In this way second hand and sustainable fashion stores are promoted and the barrier of price, quality and ‘finding sustainability’ is taken away. They like to follow others and this can be done through word of mouth spreading. Underneath the billboards, there is a direction to a website that will show a map of all the second hand stores.

Budget and timing (this is a rough indication)

Timing

To require attention, it is important to promote with the celebrities on the billboards first, accordingly the intervention takes place and then the website to keep them informed and involved. This campaign runs for three months and the website will stay and will be updated on a regular basis.

Budget

The government pays an average of €322.000 for a campaign that does not use any air time (Rijksoverheid, 2017). It is imperative to understand that different people and parties are involved for the campaign. People that are part of the campaign are the celebrities (in this case Lil Kleine, Monica Geuze, Chantal Janzen and Frenkie de Jong). Furthermore, a producer, photographer, a styling team, and makeup artists are part of the photoshoot. Not to forget the studio where the photoshoot takes place. Their availability is important to set out for the schedule. They might do it for free since it is for a good cause, but they might require a compensation too. Moreover, for the intervention (the road from fast fashion to sustainable fashion) a collaboration with the participating stores is needed. These stores will be promoted on the website. Presumably, they will do it for free since it is free advertisement for them. The promotion and communication through (social) media will cost money, for this a budget has to be available.

The following pages show the campaign boards, the website and the road mark.
GEDRAGEN DOOR LIL

VERKRIJGBAAR IN DE UNITED GOODS

KLEINE STORES

WWW.UNITED-GOODS.COM
GEDRAGEN DOOR FRENKIE DE JONG

VERKRIJGBAAR IN DE UNITED GOODS STORES
GEDRAGEN DOOR
MONICA

VERKRIJGBAAR IN DE
UNITED GOODS

GEUZE
STORES

Website link: https://mmaring9.wixsite.com/no-label/map

WWW.UNITED-GOODS.COM
GEDRAGEN DOOR
CHANTAL
JANZEN
VERKRIJGBAAR IN DE
UNITED GOODS
STORES
WWW.UNITED-GOODS.COM
WWW.UNITED-GOODS.COM