GENERAL ROADMAP
TO A DIGITAL MARKETING CAMPAIGN
A TEMPLATE FOR ETHICAL FASHION BRANDS
#CONVEARTH
The issue this presents for the brands as well as the consumer is that it alienates the two. Millennial consumers become completely unaware of these brands and ethical businesses are unable to effectively spread awareness on key global issues. By being a representative of the digital age the millennial consumer spends a lot of time online, absorbing numerous information and interacting with a global community. This has made the new consumer very demanding of convenience, efficiency, and transparency when it comes to becoming loyal to a brand. In addition, with ethical brands not participating in an active interaction with their target market, they further fuel the consumers' misconceptions regarding the slow movement and ethical fashion. Thus, even though their awareness of issues in the fashion industry has become much more evident, the millennial consumer is still undereducated on the implications of managing an ethical fashion business. However, brands do admit that once the consumer is in store and is engaged in a conversation, their misconceptions of ethical fashion having a lack of fashionable options and these being over-priced become obliterated. Thus, sustainable businesses recognize their need to explore digital marketing in order to communicate their messages more effectively.

**BACKGROUND**

Ethical fashion brands do not have a strongly elaborated marketing plan or strategy. Most such businesses keep their marketing budget at a minimum. This is because of their values and the principles they operate under, which focus on giving out fair wages, investing in innovative materials or production practices and not promoting overconsumption. Of course, there are exceptions to this statement, however, looking at small, but rising sustainable fashion brands from the Western Europe market, there is an apparent aversion directed towards the idea of traditional advertising. The slow fashion movement encourages a rational consumption behaviour by letting the consumer purchase only what and when is necessary. It is for that reason that advertisements and excessive marketing strategies are not a top priority for these types of brands.

**PROBLEM**

The campaign focuses on the Western European millennial consumer segment. A generational cohort with a big interest in social communities. To elaborate, millennials, as well as generation Z participate in an online community much more than the generations that precede them. They are presented with a vast amount of information on a daily basis. Even though this has made them much more knowledgable and proactive about environmental and social issues, it has also made them very sceptical of products and services being offered offline and online. It is for this reason that they are demanding transparency and purpose when looking to establish a strong and loyal relationship with a brand. Furthermore, because they are used to a fast-paced lifestyle they do not put effort into searching for a better solution/option and, thus, want ethical fashion brands to become more approachable and be the ones to initiate a connection between the two.

**OBJECTIVES**

The objective is to create a proficient roadmap for a marketing initiative/campaign. The purpose of the campaign is to expose the presence of ethical fashion brands to the millennial consumer on their respective platforms. By linking unique marketing strategies, the goal is to expose this presence with methods authentic to both the brands and the consumer.

**WHAT:** Facilitate a conversation space for ethical fashion brands and millennials to interact

**HOW:** Construct an effective digital marketing campaign tailored to the values of a sustainable fashion business
The #convearth marketing campaign is a communication strategy tailored for aligning, on the one hand, the unwillingness of ethical fashion brands to market their products and, on the other, for addressing a community of potential consumers who will be attracted by this type of approach. The best way to initiate this is on social media. For such small brands, who are already promoting transparency and a strong purpose, it is an efficient platform to reach a wider audience. However, in order to make sure the campaign is aligned with the values and needs of both parties the following marketing strategies will be combined.

The above-illustrated loop visualizes the key components of this marketing campaign. These form a distinct strategy tailored for ethical fashion brands to facilitate an effective communication space, which is in line with their values and priorities concerning sustainability, transparency, and budgets.

At the core of the campaign lies the #convearth hashtag. Its purpose is to facilitate knowledge and information exchange amongst millennials and respective ethical brands. It serves as a connective guideline for an organic user-generated content that focuses on leading a conversation on ethical consumption, global warming, sustainability and the do's and don'ts of the fashion industry.

Since the campaign focuses on promoting a lifestyle, rather than merchandise alone, involvement of various brand ambassadors with different backgrounds might help in reaching out to more people and making ethical fashion more accessible within such a diverse online community. Furthermore, giving more power to the consumer and establishing a strong connection with the audience can mean that they will share and spread the word about the brand in a more positive way.

The big idea is to exploit social media opportunities in a way they benefit ethical fashion brands. The millennial consumer is already fairly present on Instagram and Youtube as these represent his/hers go to platforms when it comes to exchanging information, socializing and sharing content. This creates a great opportunity for ethical brands to interact with customers directly, making it easier to develop and nurture an engaging relationship. Since this platform has become a much more trustworthy method to vet a product or service, millennial consider recommendations made by their social community as valuable as word-of-mouth suggestions coming from their friends and family. They look to their online peers, social influencers and celebrities for advice, knowledge, and expertise.

In order to engage in such social networking, ethical fashion brands can collaborate with micro influencers, in a mutually empowering campaign. It is smarter to focus on smaller influencers, followers, loyal consumers as these relationships are most likely to transpire a more transparent and raw message, as well as connection. Forming a relationship with micro influencers wherein they mention or promote an ethical brand, its values, and products in exchange for free products and being featured by the brand is a more organic approach to advertisements and reviews. These influencers have a follower count between 2,000-50,000 on a specific social media channel and they curate their content around a minimalist, nature-loving, vegan or another similar topic.

This type of marketing revolves around user-generated content which, therefore, offers ethical brands with a way to generate authentic, interactive and affordable advertisements. In addition, by developing a hashtag that identifies with the meaning of the campaign, ethical fashion brands are able to unite their respective communities on a vast social platform. In essence, this channel can be managed by a copious amount of users offering a wide palette of engaging content; lifestyles, education, shopping options, tips, memes, health, giveaways, and relevant events. In doing so, the hashtag strategy helps promote an ethical lifestyle as well as expose ethical brands to a more personal interaction with their consumers. Micro influencers promote this hashtag to their own communities online which are then directed on a global source of ethical insights and options. In addition to these, it is possible to consider some key profiles and established influencers within the niche topic of ethical consumption. To clarify, the use of influencer marketing is an aggregator of a conversation that needs to move beyond them and facilitate a collective consciousness around ethical consumption.
To sum up, this type of marketing campaign is unique for ethical fashion brands in the way that it puts an extreme focus on transparency, honesty, consumer involvement and creating an advertisement platform that generates a foundation for a social community. With the help of a social media marketing campaign, ethical fashion brands are able to reinforce the slow movement on a digital platform, actively connect to their target group and stay true to core values of any ethical business.

**Main Message**

By interacting with the consumer on a deeper and more personal level than just one-dimensional information exchange, the main goal of the campaign is to inspire a proactive ethical behaviour within each consumer. Giving the consumer the power to be part of the conversation might trigger a stronger sense of responsibility within them. Thus, if millennials witness other peers contributing to the change, then possibly, more individuals will be provoked to take valuable action and contribute to the slow movement themselves. Thus, the main message and campaign name is:

# Convearth

**Benefits of #Convearth Campaign**

**Supply Perspective**
- Small budget
- Transparency/honesty
- User generated content
- Online community
- Consumer education
- Global exposure/movement
- Organic advertisement
- Sustainable marketing

**Demand Perspective**
- Insight into market
- Ease of access
- Product availability
- Shared knowledge
- Transparency/honesty
- Involvement & contribution
- Online exposure

**Goals and Metrics**

- Have an active social community on a digital platform by 2020
- Communicate relevant information in a fun and interactive way
- Facilitate a space for creating ethical awareness on social media
- Efficiently engage millennials to attract more loyal consumers

Several methods to track the development of the marketing campaign goals

- Record growth of shared and reshared posts
- Track growth of the number of free reviews
- Set growth goal of #convearth hashtag usage
- Track growth of likes and followers on the brand’s social media account

**Example of Micro Influencers**

- @glacier996girl
- @jen.brownlie
- @tollydolyposh
- @ethicalinfluencers
- @thegirlgonegreen
- @palomaindisguise
- @verenaerin
- @sustainablefashionmatterz
- @mrspress
- @consciousnchic
- @theconsciouscut

**Example of Established Influencers**

- @gretathunberg
- @bezerowastegirl
- @iamlaurawells
- @plasticfreemermaid
- @fash_rev

**Topic Hashtags**

- #conscious
- #ethicalfashion
- #climatechange
- #votefortheplanet
- #environment
- #fairfashion
- #slowmovement
- #vegan
- #sustainable

A branded hashtag can help give life to a digital identity, providing additional reach, impact and personality.

**General Roadmap**

General roadmap designed based on statements given by five interviewed sustainable brands from Western Europe

**Source:** What are the challenges and opportunities of sustainable fashion brands? - Research Report 2019
EXAMPLE OF SUCCESSFUL HASHTAG CAMPAIGNS

#ORIGINALis: Adidas
In 2017, the company managed to cement its position as both a fashion icon and thought leader with its #ORIGINALis hashtag campaign. The promotion centered around the new Adidas Originals line, and asked people to re-think the concept of being unique. Adidas partnered with some of the biggest names in the hip-hop world.

The first thing that makes the #ORIGINALis hashtag campaign so effective is it's targeted appeal to Adidas fans. On top of that, in a world where influencer marketing is one of the best ways to generate trust for a company, Adidas managed to partner with some of the most influential figures in the hip-hop environment. Adidas just goes to show that the best brand hashtags can help to establish credibility for a company and elevate its position in any marketplace.

#KnowYourLemons: Worldwide Breast Cancer
Often the best branded campaigns on social media are those with an important and meaningful purpose. In 2017, the Worldwide Breast Cancer organization launched its hashtag campaign #KnowYourLemons to convince women to check their breasts for signs of cancer more frequently. It was a fun and interesting way to give women the important information they needed to spot the lesser-known symptoms of cancer. The creativity in this hashtag campaign was a fantastic way to raise awareness for an important cause. However, the most exciting element of the strategy was that it made crucial information accessible to everyone. You didn't need a doctorate or a high literacy level to learn more about breast cancer. Using a light-hearted concept to convey a message about a serious subject, the WBC group exceeded their target by 317%.

#OpenYourWorld: Heineken
The beer company used #OpenYourWorld to see how easy it was for people with opposite social and political views to accept each other when they went through a series of team-building activities together.

The #OpenYourWorld hashtag campaign addressed a meaningful concept in a new and heartwarming way. The first video achieved around 3 million views within the first week of its launch and around 50,000 shares in its first month too. Heineken shows how addressing an important idea with your social media campaign can help to get people talking about your brand and strengthen new relationships.

#TrippinWithTarte: Tarte Cosmetics
It seems like everyone is investing in the power of influencer marketing lately and Tarte Cosmetics are no exception. The company flew a gang of fitness and makeup influencers to an island in Australia and followed up with them with plenty of Instagram-able excursions like candlelit dinners, yoga, hikes and more. The hashtag #TrippinWithTarte also encouraged followers of the makeup brand to get involved with their own outdoor experiences, sharing photos that highlighted the versatile nature of the company.

Not only did this creative campaign give Tarte Cosmetics plenty of great content to share on social, it also presented a great opportunity to reach out to new audiences. The influencers were all picked carefully based on their follower count and industry niche, meaning that Tarte could connect with thousands of new users within a matter of weeks!
CONVEARTH

INSIGHT INTO CAMPAIGN APPLICATION

#CONVEARTH

EMBASSY OF BRICKS AND LOGOS

X

MILLENNIALS