

Proposal
"How to be an Eco Hero"
Sustainable Fashion campaign



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Agenda



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- Place
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Introduction



- Fast fashion has become a major contributor in the deterioration of the environment. This campaign aims to reduce the negative imprint of fast fashion by promoting eco-conscious alternatives, specifically thrifting and upcycling.





Background, Purpose & Focus

According to BusinessInsider

Fast fashion makes shopping for clothes more affordable, but it comes at an environmental cost.

10%

The fashion industry produces 10% of all humanity's carbon emissions, is the second-largest consumer of the world's water supply, and pollutes the oceans with microplastics.

85%

85% of all textiles go to the dump each year. And washing some types of clothes sends thousands of bits of plastic into the ocean.



Background, Purpose & Focus

- According to BusinessInsider

The intended **impact** of this campaign is to decrease the imprint fast fashion has on environmental deterioration.

Buying **second-hand, used** items reduces the impact of fast-fashion by getting more use out of each piece, and reducing monetary support to fast fashion companies.

The **focus** of this campaign is to create awareness about fast fashion in order to allow audience to live a more eco conscious lifestyle.

"How to be an Eco Hero" focuses on **thrifting** and **upcycling** as accessible, effective alternatives to fast fashion.

SWOT Analysis



Strengths

- Resources
- Service Delivery
- Cost
- Current Alliances and partners
- Management support
- Internal Publics
- Expertise
- Past performance

Weaknesses

- Competition
- Distribution channels
- Small scale service delivery
- Funding

Opportunities

- Target audience
- Social media
- Shared media
- Cultural forces
- Technological forces
- Current events interested in climate change

Threats

- Issue priority
- Economic forces
- Natural forces
- Demographic forces



Select Target audience

Ages: 18-30

Gender: N/A

Marital status: N/A

Family size: N/A

Occupation: N/A

- Education: All levels of education.
- Religion: N/A
- Race: N/A
- Psychographics: middle class, environmentalists, “hipsters”, influencers, bloggers, and fashionistas.
- Geographics: United States—not entirely specific, because the campaign will exist online.

Goals and Objectives



Goals

- To increase awareness of slow fashion
- To increase activism for slow fashion
- To increase eco-consciousness in consumers
- To increase up cycling and thrifting clothes
- To influence brands to shift towards sustainable practices and production of garments

Objective

- To persuade and create a sense of urgency for 18- 30-year-olds across America to actively stop supporting fashion brands while also re- purposing their own clothes and developing an eco-conscious lifestyle.



Benefits and Barriers

Benefits

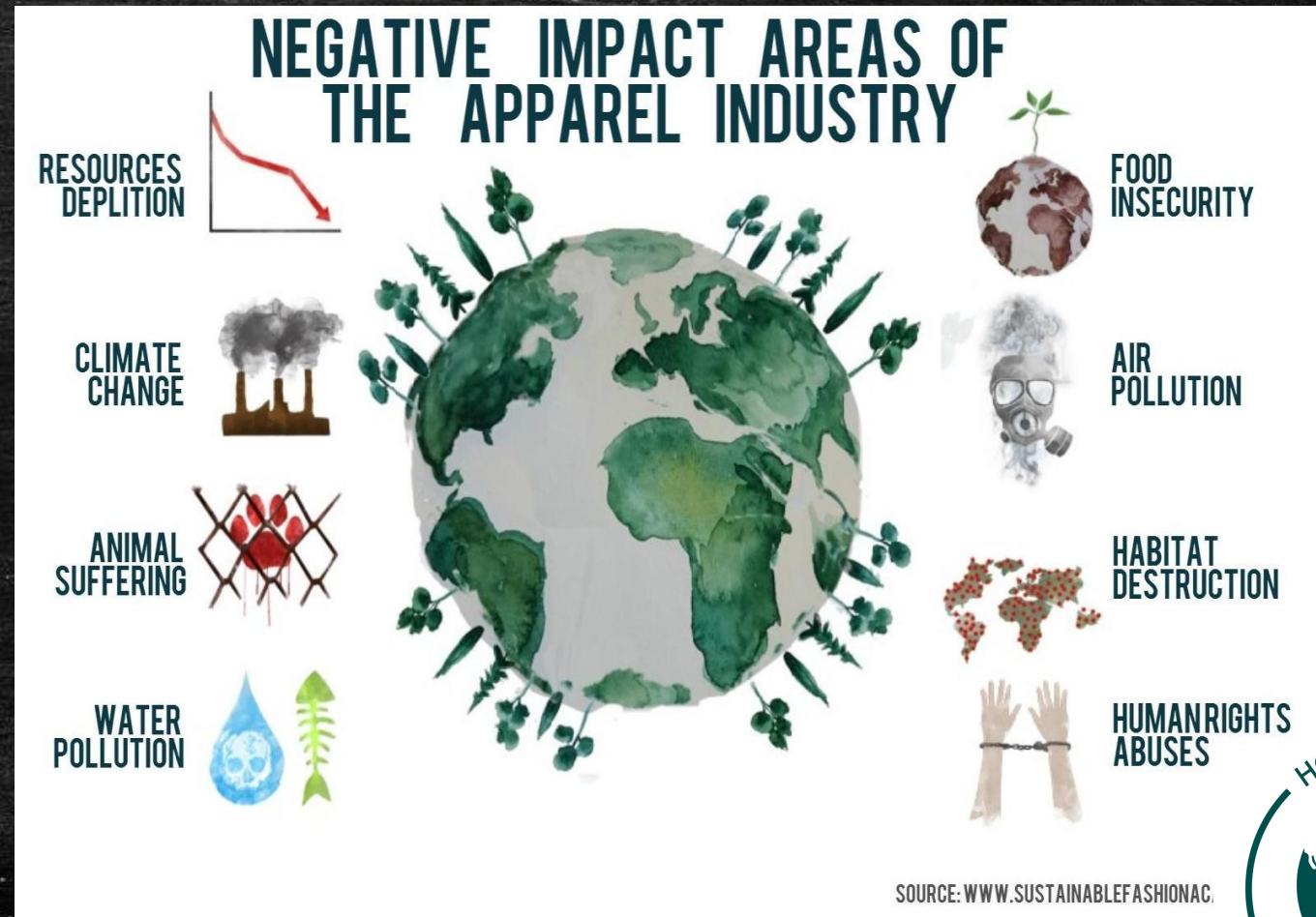
- Upcycling and thrifting is cheaper than buying new
- Thrifting and upcycling offer more than just the latest fashion trend
- Promocodes and free shipping will be given by partnering brands and businesses
- Small businesses will be supported
- Will be accepted by a new community of environmentalists and fashion lovers
- Will be helping the environment
- Participants contributions will be recognized
- Be more knowledgeable about slow fashion
- Can win prizes such as gift cards and T shirt bags

Barriers

- Lack of accessibility
- secondhand clothes may seem unhygienic and unappealing
- Technology
- There are those that do not believe in climate change
- Lack of concern
- Wanting to be on trend
- Convenience, time, and patience
- Not liking online shopping
- Pre-existing memberships and points
- Social media fatigue
- No social media presence
- Another responsibility

We want millennial college students to support slow fashion to help the environment and under paid workers and recognize this problem as more important and beneficial than the fast fashion market.

Developing eco-consciousness, awareness, and activism is essential in order to help the environment and end fast fashion.



Product



- Thrifting and upcycling will reduce the harmful implication of the fast fashion industry on people and the environment
- Sustainable fashion recourses will be provided
- Prizes, promo codes and free shipping will be offered
- Daily D.I.Y projects for upcycling clothes will be posted
- Participants and their efforts will be publicized on social media

Price



- To the consumer, the price to view/consume this campaign will be absolutely free.
 - In fact, purchasing second-hand and/or upcycled clothing is typically *cheaper* than consuming typical fast-fashion products.
 - Buying new, eco-conscious clothing can come at a higher cost, though!
 - Brands like Everlane, Reformation, and Ilana Kohn can come at a pretty high cost.



<https://www.thereformation.com/products/jackie-ultra-high-rise-crop-jean?color=marion>

Place

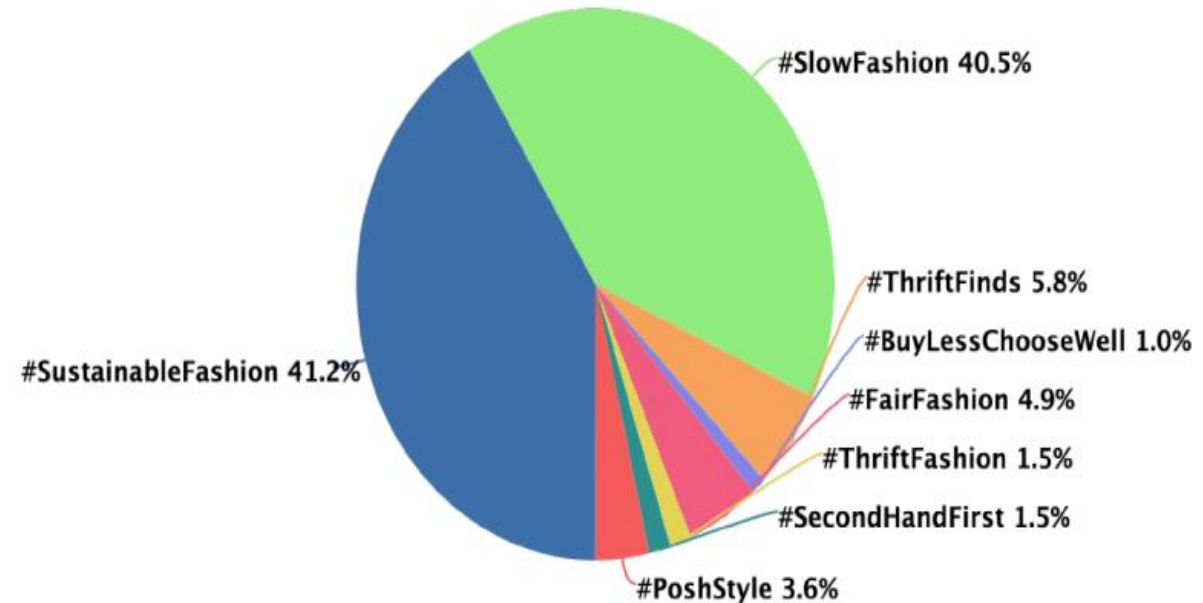


Due to our young audience, this campaign will mainly take place on Instagram, but we also intend to partner with podcasts in later phases.

Utilizing visual collateral, we will be able to spread our message effectively.

Though initially on Instagram, we hope our audience brings what they learn to their clothing consumption in the real world.

Share of voice – sustainable and thrift hashtags



Source: Pulsar TRAC
Hashtags search 14 March 2019- 19 March 2019

Promotion



- Social media promotions
- Gift cards and prizes as incentive
- Daily D.I.Y on our Instagram
- Partnerships with other organizations and influencers
- Each new member will receive a T shirt bag as a welcome gift
- Campaign will be advertised on Podcasts
- Promo codes and free shipping from parenting brands
- Pledges will be recognized

Monitoring and Evaluation



- To effectively evaluate our goals, we decided that focus groups would be the most effective way to measure behavioral shifts.
- 3 different focus groups will be studied, each with subjects who were exposed to our campaign.
- Measures such as reduced fast-fashion consumption and consideration of eco-friendly options will be studied.
- To further incentivize our audience to join the groups, we will be offering a \$100 giftcard to an eco-conscious brand of the participants choice to one random person from each group.



Budget and Funding

- For the first round of funding, we are asking for **\$6,000**.
- Breakdown:
 - 4 days of work for implementation staff: \$1,536
 - Price-related strategies (incentives/promo codes): \$400
 - Social media promotion: \$1870
 - Graphic designer: \$600
 - Public relations professional: \$600
 - Total - \$5006
 - Any additional funding will be used to cover unexpected costs/further implementation steps.

Implementation Plan



- Chella - Objective
 - 1.) Create awareness of slow fashion
 - 2.) Alter the belief that fast fashion is cool, desirable, or relevant
 - 3.) Create eco-conscience behaviors in consumers
- Hope – Set goals
 - 1.) Decrease consumption of fast-fashion by 10% by 2021
 - 2.) Increase the consumption of upcycled/slow-fashion brands by 20%
- Joe – Stages of Change
 - 1.) Influencer buyers to think fast-fashion is a prominent issue
 - 2.) Influence buyers to think eco-consciously when buying
 - 3.) Influence buyers to demand change in the clothing industry.
- Chella – Mass Comm. Channels
 - 1.) TV, radio, newspaper, social media.
 - 2.) Selective channels: promoting our campaign on podcasts + collaborating with influencers
 - 3.) Personal Contact: Meeting with fashion majors to discuss change.