

**THIS  
COAT  
IS NOT  
ON SALE**

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After losing customer awareness, engagement and sales revenue in 2019, we want to re-introduce our brand at EOFY. This is traditionally a time that is saturated with discount messaging in the industry with Australians complaining of 'sales fatigue' at this time\*.

We need to cut through this noise and build mass reach with a campaign that considers both short term sales and long term brand equity building, and speaks to our brand values that shine through our premium loyalty program.

## THE CHALLENGE



\*The Guardian, 12 June 2019, 'Sales frenzy: Australian retailers crank up discounts as consumer confidence falls'

## FAST FASHION? THE GREATEST FAUX PAX.

The values of consumers are shifting and ethical retailing and sustainability have become key players in brand and purchase decision making.\*

Consumers are now 'woke' and are over fast fashion, with 66% of people saying they consider sustainability when making a luxury purchase.^

THE AMOUNT OF  
CLOTHING  
AUSTRALIANS GET  
RID OF PER YEAR

24kg

65% OF DONATED CLOTHING  
ENDS UP IN LANDFILL



THE  
INSIGHT

\*KPMG, Australian Retail Outlook 2020

^McKinsey & Company 'The State of Fashion 2020'

## THE CAMPAIGN IDEA

In the lead up to EOFY, when most retailers are flooding the market with sales messages, we will launch a campaign for our 'always full price' winter coat and the most sustainable loyalty program in the industry.

# THIS COAT IS NOT ON SALE

## THE COAT

- Versatile, understated and stylish
- Everyone and anyone can wear it and can bring their own unique style to it
- This coat is an investment. It is premium quality. It is made to last and it won't ever go on sale
- Its qualities embody the whole brand positioning - high quality but not exclusive, open and honest

## THE LOYALTY PROGRAM

- \$29 annual fee
- Two major perks: free repairs on any items the customer has bought with us and one free dry clean per year
- The fee of the first year is waived with any purchases of the 'always full price' coat
- The loyalty program will drive customers back in store (for their repairs and dry cleaning) where they are more likely to spend\*

\*Forbes, 29 March 2019, 'Consumers Are Spending More Per Visit In-Store than Online. What Does This Mean for Retailers?'

## KEY MESSAGE

While brands are churning out last season's items at a discounted price, we present to you - the coat.

This coat is not on sale, and it won't ever be. This coat - like the rest of our pieces - is made to be loved, worn and re-worn. It is not only an investment, it is a mindful purchase and a sustainable choice.

## THE AUDIENCE

Primary: Professional women 25-50 in medium to high socio-economic areas. Particularly those in corporate careers.

- Secondary: Gift givers to the primary audience (Parents, Grandparents, partners, friend group gifting). We want the coat to become an iconic sentimental gift for anniversaries, graduations, milestones and other big occasions.

## THE TONE OF VOICE

Open  
Ambitious  
Trustworthy  
Lively  
Original

**KEY MESSAGE  
AUDIENCE  
TOV**



# OBJECTIVES, OUTCOMES AND KPIS

## KPIS

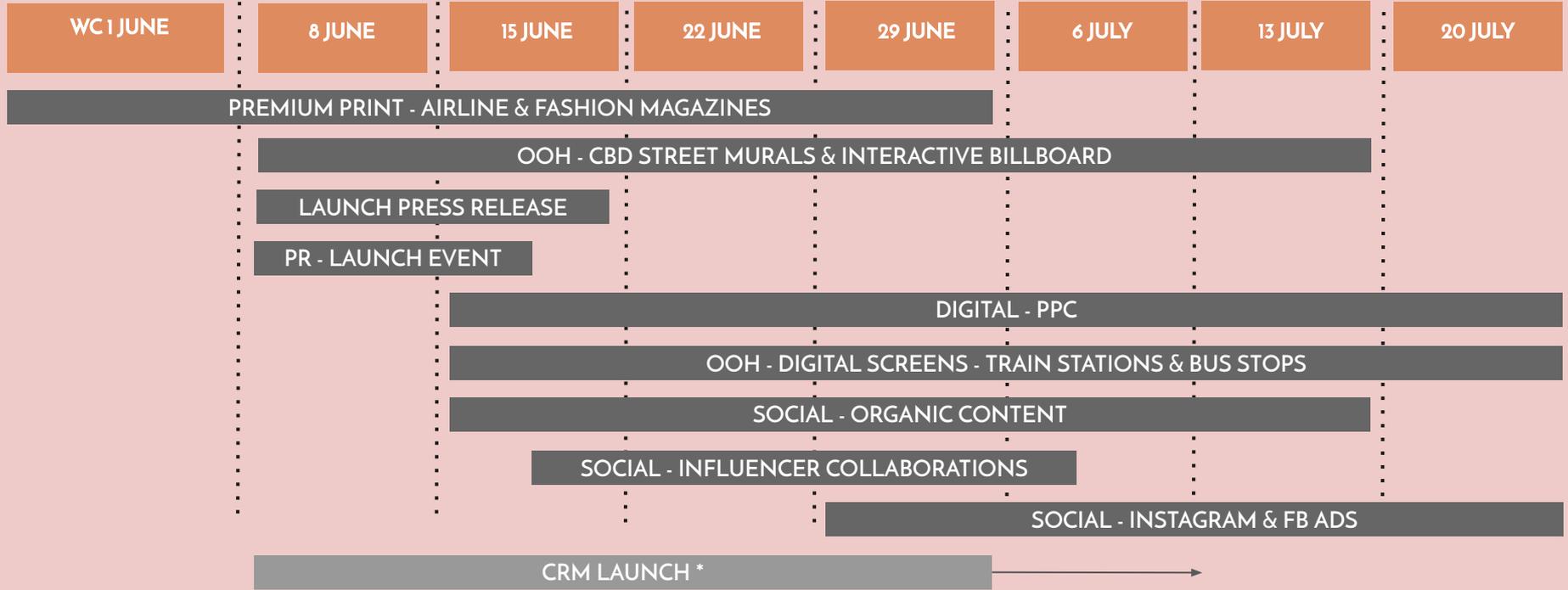
- Brand consideration
- Sales revenue
- Spontaneous and prompted brand awareness
- Lifetime customer value

## OBJECTIVES AND OUTCOMES

- Create a distinctive item that stands for the brand  
e.g.the RM Williams boot, Patagonia down jacket, IKEA high chair
- Gain back the 12% market share lost last year
- Achieve increase in sales revenue year on year
- Secure \$100K + in earned media
- Achieve a sign up rate of 5% of all customers for the paid loyalty program

THIS  
COAT  
IS NOT  
~~FAST FASHION~~  
~~UNETHICAL~~  
~~CHEAP~~  
~~TEMPORARY~~  
ON SALE

# TIMELINE



## \*CRM CAMPAIGN

An ongoing personalised email campaign that highlights how the customer's individual behaviour has made a positive contribution - e.g. how much material they have saved from going to landfill, how to personalise the coat, dress it up or down over the seasons, when it is time to book in for a dry clean etc.

# BUDGET AND DELIVERABLES

BUDGET	DELIVERABLES
\$50K	<b>Production (10%)</b> Marketing assets - print, social, OOH, CRM
\$25K	<b>Print (5%)</b> Premium travel and fashion publishers e.g. Qantas and Virgin magazines, Marie Claire
\$250K	<b>OOH (50%)</b> CBD Street murals, digital screens - train stations and bus stops, interactive billboard in a high footfall areas
\$60K	<b>Social - collaborations (12%)</b> Influencer collaborations using a mix of micro and macro profile women in the target market e.g. Nicole Warne (@nicolewarne) Abbey Way (@abbey_way)
\$50K	<b>Social (10%)</b> Targeted ads across Facebook and Instagram
\$25K	<b>Digital (5%)</b> PPC - heavy weighted week beginning 29 June.
\$40K	<b>PR (8%)</b> Mix of earned and owned. Launch event, media packs / gifting to print and online publishers, including TV, radio and print journalists.
\$500K	TOTAL



## RATIONALE

With this fairly small budget for a brand campaign, our aim is to generate mass talkability and rely on our bold, against the grain concept - hence our investment in unique out of home sites, gifting and PR and forgoing TV.

# 1

Consumers in this industry CARE about sustainability.

Web searches for 'sustainable fashion' tripled in the last 3 years.\*

"The consumer is not just looking for a perfect blouse but a company that is actually contributing to a better world."\*\*

# 2

BUT, there is a misunderstanding around what sustainability actually means within the fashion industry.

"'Greenwashing' is widespread. Consumers are unsure what sustainability means or how to identify which brands or retailers are more sustainable than others."^

# 3

The 'not on sale' coat and loyalty program is simple about sustainability.

It is a practical solution in a grey area. It encourages garments to be worn long term, loved and repaired.

The heavy weighting of media spend over a short period will drive short term sales, while the key campaign message and loyalty program mechanics will work to build long term brand equity.

**HOW  
AND  
WHY IT  
WILL  
WORK**

\*McKinsey & Company, 2020, 'The State of Fashion 2020'

\*\*E. Newburger, 8 Feb 2020, 'Clothing designed to become garbage – Fashion industry grapples with pollution, waste issues'

^McKinsey & Company, 2019, 'Fashion's new must-have: Sustainable sourcing at scale'



## BACKGROUND

Last year under a 100% digital strategy, the brand had a decline in sales revenue (particularly over EOFY) and market share. Brand equity is the lowest it has been in 6 years.



## CHALLENGE

Re-introduce the brand and drive loyalty during EOFY, a time when the industry is flooded with discount messaging.



## INSIGHT

Consumers are questioning more than ever where their clothes come from, how they're made, and what greater impact this has on the world. They have become 'woke consumers'. They want premium quality garments and homewares that will last.



## IDEA - THIS COAT IS NOT ON SALE

Launch a versatile, stylish, premium winter coat that is 'always full price'. The coat evokes everything the brand is: high quality, original, ambitious and trustworthy.

The launch is coupled with the most sustainable loyalty program in the industry. The (paid) loyalty program major perks are unlimited repairs on any item the customer has bought with us, and one free dry clean per year.



## TIMINGS

### June

Launch with OOH, Print and PR (before customers have started spending their EOFY money)

### July

Support with paid social, digital and additional OOH during the major spending period.



## BUDGET

- Production: \$50K
- PR: \$40K
- Social Influencer Collaborations: \$60K
- Media: \$350K
  - Print \$25K, OOH \$250, Social \$50K, Digital \$25K



## SUCCESS?

- Gaining back 12% lost market share
- Increase in sales revenue YoY
- \$100K + in earned media
- 5% of customers signing up to loyalty program
- A shift in consumers seeing clothing as an investment.