



THE CONSCIOUS COLLECTION

A membership wardrobe solution to combat the effect of fashion on the environment.

What's the problem?

BRAND PROBLEM

Our customers are no longer aware or engaged with our brand and as a result are not buying our products.

Brand equity is at the lowest its been in 6 years.

Sales have decreased 22% over 8 months.

Our EOFY results delivered 56% under budget.

Market-share is down by 12%.

Last year we changed our multi-channel approach to a 100% digital strategy which was a key contributor to our poor results.

INDUSTRY PROBLEM

The fashion industry is the second largest polluter in the world.¹

Australians were predicted to spend \$52.7 billion on retail pre-christmas in 2019.²

But, each year we send 85% of the textiles we buy to landfill.³

Conscious consumption is gaining traction with pressure being put on all industries to do their part to be more sustainable.

The Marie Kondo effect has swept the world encouraging people to minimise something that doesn't spark joy.

Who do we want to target?

We are transforming our brand and the first phase requires creating the next generation of advocates to grow with us. We recognise the scrutiny the industry is under for its effect on the environment but we also know that this issue isn't top of mind for our older audience. Australian women aged 18 - 34 are most concerned about climate change and globally women 25 - 45 are likely to spend more on sustainable items. Based on this we are narrowing our age group down to 25 - 45.

ECO-FASHIONISTA



Kayla, 29, full time professional earning \$100k annually. Kayla likes to stay on trend and always has multiple tabs of online shopping open on her computer. She brings her keep cup to work every day and has turned vegetarian after watching Game Changers on Netflix. Kayla and her fiancée have recently purchased a house together. So with a house and a wedding on the way she's feeling anxious about her spending habits.

Primary media consumption: TV, social media (primarily Instagram), Pedestrian TV, email, podcasts.

FUTURE PROOFING MUM



Melanie, 36, stay at home mum, financially supported by her husband. Melanie has two daughters - aged 4 and 7. She has developed climate anxiety due to recent weather events. She's concerned about the future of her children and knows she needs to curve her ways to make a better future for them. When she manages to get some time without the kids she goes to brunch with her friends and does pilates. She likes to impress her friends with new clothes but doesn't always have the time to go shopping.

Primary media consumption: TV, social media (Facebook and Instagram), email.

What's the insight?

Women are always trying to keep up with the latest trend but are unaware of how big of an impact the effects of their shopping habits are having on the environment.

Product opportunity.

Introduce an entire eco-friendly collection.

HOW DO WE MAKE A DIFFERENCE?

THE CONSCIOUS COLLECTION

On the 5th of June (World Environment Day) we will launch a new product and it will be the only available product in-store. An 8 piece wardrobe for the modern woman.

Twice a year we will release a new collection. The line will consist of classic designs that can be styled together and will be made from more sustainable fabrics.

Pricing will be based on a subscription model to give women the flexibility to afford more items at one time. The technology will be underpinned by Afterpay to reduce costs but this will not be customer facing.

A customer loyalty program will be introduced to drive engagement and sales. We will feature items like content on how our clothes are made, company sustainability reports, events to drive people in-store and personalised offers for other products.



How it works.



1. BECOME A MEMBER

Sign up either in-store or online.
Members will be charged \$30 per week for 6 months for the whole collection, meaning guaranteed revenue and the ability to forecast for the next collection.



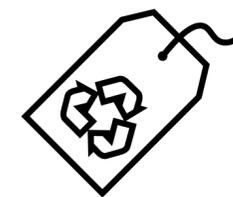
2. ACCESS THE COLLECTION

Members will be invited in-store to view the latest collection.
Members can choose to take the items home with them or have them delivered to their home. Driving customers in-store will increase foot traffic and translate into selling opportunities.



3. MOVE UP TIERS

Members will progress through tiered levels to unlock specific benefits like free delivery, private showings, styling sessions and sustainability events.
Tier is based on tenure and spend in-store. The loyalty layer will provide the opportunity to drive retention and sales outside of the collection and promote long term engagement with the brand.



4. RETURN UNWANTED CLOTHES

Clothing can be returned to the store to be upcycled into other in-store products and will allow for cost efficiencies and create return visits.

What's our tone of voice?

Open, concise and real.

We want to be honest about the impact fashion is having but not scare customers away. We want to give them the tools to have bragging rights to their friends about their new purchase and become advocates for our brand.

Deliverables.

Deliver an EOFY campaign that highlights the impact fashion is having on the environment and encourages women to invest in a more sustainable wardrobe rather than purchase sales items.

Consider the loyalty program as a benefit layer to drive long term brand equity.

Agency Costs		
Deliverables		
	Creative Concept	\$50,000
	Production of assets	\$50,000
Total Budget		\$100,000
Phase 1 Brand Building – 60%		
Purpose	Create an emotional connection with our brand	
Key Message	Fashion is having a direct impact on the environment	
Deliverables		Media Budget
	Partnership with The Project (interview with the CEO) 584k national viewers per night - average age of 18 - 49	\$50,000
	OOH (bus shelters, billboards, shopping centre screens)	\$100,000
	Search	\$50,000
	Social Instagram / Facebook	\$40,000
	Website assets	N/A
	Assets for PR: Articles, statements, images and catalogue.	N/A
Total Budget		\$240,000
Timing	1 - 31 May 2020	

Phase 2 Sales Activation – 40%		
Purpose	Launch a new product and drive sales	
Key Message	Invest in a sustainable wardrobe	
Deliverables		Media Budget
	Direct mail to existing customer base and women in metro areas (catalogue)	\$60,000
	eDM to existing customer base	N/A
	OOH: digital Screens (shopping centres, lift screens)	\$60,000
	Website assets	N/A
	Search	\$20,000
	In-store signage	N/A
	Retargeting on social (anyone who has visited the site)	\$20,000
	Assets for PR: articles, statements, images.	N/A
Total Budget		\$160,000
Timing	5 June - 31 August 2020 (peak period for EOFY)	
NB: Production of clothes and loyalty layer will fall into a separate budget.		

Brief objectives.

Reinstate brand equity into the hearts and minds of Australians by defining what we stand for.

Develop a new product that connects our brand values with our customers.

Build a loyalty platform to engage and retain our customers.

Business outcomes.

6000 memberships over 3 months = revenue of \$4,332,000

Increase awareness of brand.

Increased foot traffic.

Increased customer engagement (long term).

Earned media measurements:

Audience reach 3 million

Pieces of coverage 20

Direct brand mentions 80%

Sentiment 85%

Why will this work?

SOCIALLY CHARGED ADVERTISING

According to the 2018 Nielsen Report: Finding Success Through Sustainability “challenger brands will grow in number and seek to appeal to the hearts of consumers through socially-charged advertising.”¹

We believe that by aligning our values with those of our customers we will be able to grow a loyal customer base so long as we are genuine and honest.

PRICE POINT

It also reveals that 73% of customers are willing to change their consumption habits and 46% are willing to pay more to reduce their impact on the environment.

We’ve set our price point at \$30 per week based on this statistic and the fact the average Australian spent \$18.94 per week on clothing, footwear and personal apparel in 2017/2018.²

TARGETING AND MEDIA STRATEGY

In 2019 ABC News surveyed Australia around the concern of climate change and the results were that 81% of 18 - 34 year olds are concerned with a large skew towards women. This has influenced our decision to narrow our target audience.³

From a media strategy perspective we have adopted Binet and Field’s 60/40 rule of 60% brand building and 40% activation. This is how we have phased our budget and channel mix. We recognise we need to reach a mass audience to rebuild our brand but once we’ve connected to our customers we need to drive sales through more targeted channels.⁴