

CASE STUDY
ACTION PLAN

ENGAGING CONSUMERS IN A NATIONAL CLOTHING CARE CAMPAIGN

BUDGET GUIDE: £55,000 - £60,000

COSTS MAY INCLUDE DESIGN AND PRODUCTION OF MARKETING COLLATERAL, ONLINE CONTENT INCLUDING INTERACTIVE QUIZZES AND WEB-PAGES, SOCIAL MEDIA AND PR SUPPORT.

TIME AND EXPERTISE:

APPROXIMATELY 450 - 550 HOURS OF STAFF/VOLUNTEER TIME REQUIRED

- Project Manager: 250 - 300 hours
- PR exec / Manager: 150 hours
- Digital Project Manager: 70 - 80 hours

PARTNERS REQUIRED:

Fast Moving Consumer Goods (FMCG) brands and retailers such as: Unilever, Persil, Comfort, Lenor etc.

AIM

The objectives of this activity are to influence consumers to change their behaviour when it comes to caring for clothing and extending the lifecycle of garments.


PLANNING

The information below is a guide on the type of planning required and the steps you need to consider to execute a similar campaign to Know Your Care Labels.

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MONTHS

- **Form your project team** and involve any partners or departments you will need to work with.
- **Draft a project proposal** which outlines context, rationale, objectives, budget, staffing requirements (internal and external) and benefits of the campaign.
- **Approach and secure partnership and agreement of brand or retailer for commercial funding** - this will include presenting the project proposal, identify how the campaign will benefit the partner.
- **Plan key milestones**, outline roles and responsibilities.
- **Create a working group** for the campaign and arrange a meeting - set (SMART) objectives for the campaign in order to measure its success. E.g.
 - To achieve 500 entries to the competition in the first month of campaign launch
 - To achieve 2,000 visits to dedicated web page in the first month of campaign
 - To achieve 500 downloads of marketing collateral from the website in the first two weeks of launching
 - To achieve two pieces of national coverage in the first two weeks of campaign launch
 - To achieve one piece of broadcast coverage in the first week of campaign launch
- **Think about when would be best to run the campaign** - does it need to fit in with the partners' activity or timetable?
- **Start procurement process** for web and design agency.
- **Contact media publication** for advertising opportunities - confirm advertising package.



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MONTHS

- **Appoint web and design agency** to create online quiz and create marketing collateral to promote the campaign.
- **Organise and conduct consumer research**
- **Decide on the specific statistics that will be used to support the campaign and press release.**
- **Confirm the specific marketing collateral** needed for the campaign e.g. films, step-by-step guides, infographics etc.
- **If producing films, secure production company**, confirm specific themes and topics to be filmed
- **Confirm angle of press release** – this is decided based on the type of results that are generated from the consumer poll.
- **Provide design and copy for advert in media publication**

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MONTH

- **Sign off press release** and send out to media contacts – press release to be issued under embargo 2-3 days before launch and should be accompanied with suitable images.
- **Sign off films and accompanying step-by-step guides.**
- **Secure competition prize** for social media competition.
- **Prepare briefing notes for PR spokespeople** – included common questions and answers, interview prep, key headline stats.
- **Test the online quiz and sign off** – this should include user testing by several people, using different browsers and browser versions.
- **Sign off the marketing collateral** – check that all material actively conveys the campaign and is added to the web pages for consumers to download.
- **Upload films to website and YouTube.**
- **Draft and schedule social media** posts to promote the campaign.
- **Organise social media advertising spend against specific posts.**
- **Launch online quiz and campaign.**

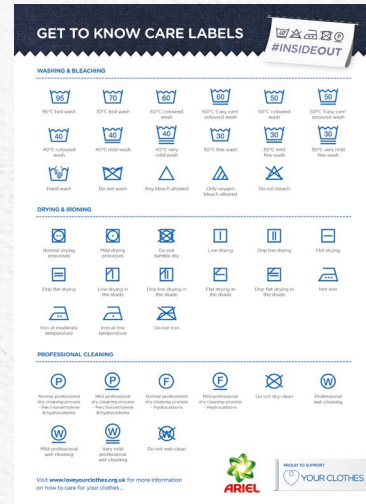
LAUNCH
CAMPAIGN

COMMUNICATION

- **Identify your target audience** and then identify the type of angle to lead with in the press release, using messages that will resonate with target audience.
- **Identify the type of media outlets that will be targeted** – online, print, broadcast, national, regional?
- **Pitch exclusive stories with key media contacts**
- **Briefings with potential spokespeople for the campaign**
- **Put together PR briefings** including a Questions and Answer document listing all of the potential questions (positive and negative) the media or general public might ask
- **Ensure social media posts about the campaign have been developed** and a plan is in place to support the campaign through social media channels
- **Ensure your campaign website promotes the campaign on the homepage**


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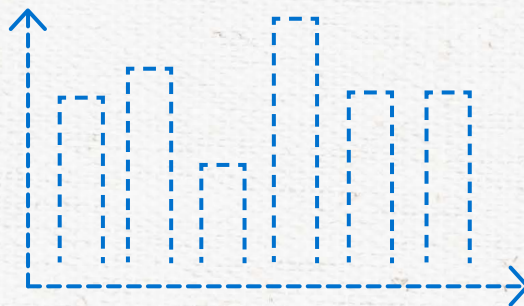
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EVALUATION AND MEASURING SUCCESS

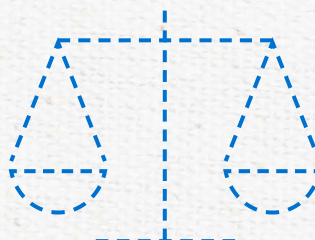
Link back to the SMART objectives set out in the planning phase, indicators and report back.


- What was the total amount of competition entries?
- How many times was the marketing collateral downloaded?
- How many times were the video tutorials viewed?
- How many times did people view your campaign page?
- How many emails were sent out to support activity?
- How many pieces of coverage were achieved?



EQUIPMENT/MATERIAL CHECKLIST

- Web and design services
- Film production services
- Copywriting services
- Step by step tutorials and accompanying films
- Competition prize





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IMPORTANT CONSIDERATIONS

- Provide an adequate amount of time for planning the campaign, when dealing with large or high profile brands and retailers, it takes time for proposals to be given the green light.
- Allocate more time than you realistically need as contingency. When working with a digital activity to create interactive online content, be aware that unexpected technical problems are likely to crop up. For example, the online quiz will require user testing with plenty of time to allow bugs to be addressed

BENEFITS

- Encourage consumers to keep clothing in use for longer by being made aware of the lack of knowledge of care symbols
- Increase confidence levels in consumers when it comes to understanding what care symbols mean and how they apply the instructions to their clothing
- Campaign helps to further solidify partner's link to improving the quality of clothing and helping the consumer get the most value from their clothing.
- Allows FMCG companies to engage with their target audiences in a non-traditional way.

If you are planning to run a campaign like this, please get in touch:

loveyourclothes@wrap.org.uk

SEE CASE STUDY

www.loveyourclothes.org.uk

