

# ENGAGING CONSUMERS IN A NATIONAL CLOTHING CARE CAMPAIGN



## CASE STUDY

### PARTNERS:

Laundry detergent or fabric care brand or retailer

### APPLICABLE TO:

All brands and retailers that manufacture sell or care for clothing.

## OVERVIEW

The Know Your Care Labels campaign ran May - July 2016 over the course of six weeks, and aimed to highlight the amount of clothing that is no longer in use because of the UK's lack of knowledge of the care symbols on labels in clothes. In order to effectively communicate the issue to consumers and provide an engaging method for changing their behaviour, we built a PR campaign to increase public awareness about the millions of garments that are being ruined in the UK due to lack of awareness about how to care for clothes.

## THE ISSUE

Consumer research conducted in 2016 showed that 31% of people in the UK no longer wear an item of clothing because it has been incorrectly washed, dried or ironed. Furthermore, up to 39 million items of clothing had not been worn in the past year because people had not

followed the care label instructions. The challenge was to increase public awareness about clothing care, highlighting that if you are able to recognise and understand clothing symbols you'll be able to keep your clothing in good condition for longer.

## WHAT WE DID

As part of the campaign, we conducted consumer research with 2000 people in the UK, and used the results to create a press release which was sent to national print, broadcast and online media. An online quiz was created for [www.loveyourclothes.org.uk](http://www.loveyourclothes.org.uk) and featured on a dedicated web page. The quiz was designed to test public knowledge of care labels. In addition to the quiz, we also produced downloadable posters and guides listing all of the care symbols that appear on UK clothing.

To track whether people had engaged with the campaign, they were encouraged to take the quiz and share their score on Twitter and Facebook to enter a prize draw to win

a Samsung washing machine. The competition was heavily promoted with social advertising spend and also featured in Primary Times magazine and ran on their website.

P&G supplied commercial funding for the campaign. As part of the agreement with P&G, all marketing collateral produced for the campaign including adverts, dedicated web page, quick fix step-by-step guides and films were all co-branded with Ariel. The audience targeted was the primary person in a family responsible for caring for the household, to encourage them to extend the life of their clothing by learning how to care for them during the laundry.

### SEE ACTION PLAN

[www.loveyourclothes.org.uk](http://www.loveyourclothes.org.uk)



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### IMPACT

- The Know Your Care labels webpage had 8,110 web page views and the quiz received 11,298 web views.
- Paid advertising in 500,000 Primary Times magazines split across 10 UK regions
- Media coverage achieved with The Mirror, mirror.co.uk, The Observer, Guardian online, ITV's Loose Women all resulting in a combined potential reach of 9.6 million.
- Combined results through Twitter and Facebook:
  - 2,580 interactions
  - 1,376 unique users
  - 3,731,102 potential reach.
- 380 new Twitter followers during campaign period, 202 mentions, 697 retweets.
- 160 new fans on Facebook, 4.66k Likes, 29 people talking about the campaign.
- An increase from 7,000 to 15,000 visitors to the [www.loveyourclothes.org.uk](http://www.loveyourclothes.org.uk) during the campaign.

*“The Know Your Care Labels campaign with Love Your Clothes was a fantastic opportunity to highlight the importance of caring for clothes during the laundry process in a really engaging way. We were delighted to support a project to educate consumers and drive habit change. This step towards helping people to keep their clothes in the best condition for as long as possible, is a small step on the journey to help reduce the amount of clothing to landfills”*

Scott Popham,  
Senior Communications Manager,  
Fabric & Home Care -  
Northern Europe,  
Procter & Gamble

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