

DELIVERING A FAMILY LED CRAFTING AND RE-USE CAMPAIGN

BUDGET GUIDE: £24,000 - £26,000

COSTS MAY INCLUDE DESIGN AND PRODUCTION OF MARKETING COLLATERAL, MUSIC PRODUCTION COMPANY, MUSIC LICENSING, SOCIAL MEDIA AND PR SUPPORT.

TIME AND EXPERTISE: APPROXIMATELY 350 - 550 HOURS OF STAFF/VOLUNTEER TIME REQUIRED

- Project Manager: 225 - 250 hours
- PR Executive: 110 - 115 hours
- Digital Executive: 50 - 60 hours
- Staff/internal communications officer: 35 - 105 hrs

AIM


The objective of this activity is to influence consumers to change their behaviour when it comes to extending the lifecycle of clothing by upcycling and keeping unwanted clothing out of landfill.

PLANNING

The information below is a guide on the type of planning required and the steps you need to consider to execute a similar family led crafting and re-use campaign.

-6
MONTHS

- **Consult your marketing and communications team on the project idea**, gain recommendations on who should be involved, level of support, plan key milestone, and outline roles and responsibilities.
- **Draft a project proposal** which outlines context, rationale, objectives, budget, staffing requirements and benefits of the campaign.
- **If you're planning to have a partner supporting the campaign, approach and secure partnership** and agreement of brand or retailer for commercial funding - this is likely to require presenting the project proposal to the partner and identifying how the campaign will benefit the partner.
- **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 20,000 views of the music video in the first week of campaign launch
 - To achieve 500 downloads of marketing collateral from the website in the first two weeks of launching
 - To achieve 50 downloads of the sock puppet step by step guides in the first month of launching
- **Think about when would be best to run the campaign** to ensure you get maximum engagement.
- **Start procurement process** for design agency and video production company
- **Contact media publication for advertising opportunities** - confirm advertising package.



CASE STUDY ACTION PLAN

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-3 MONTHS

- **Appoint a design agency** to create marketing collateral to promote the campaign.
- **Organise and confirm research for statistics.**
- **Confirm the specific marketing collateral** needed for the campaign e.g. step-by-step guides.
- **Secure production company to create music video and confirm storyline.**
- **Confirm story for daily blogs.**
- **Provide design and copy for advert in media publication.**
- **Apply for an online licence** which allows you to stream a performance on your website.
- **Contact music company** and apply for permission to use the chosen track.
- **Start organising workshops.**

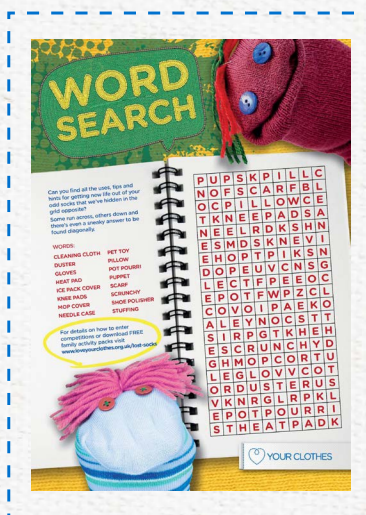
-1 MONTH

- **Sign off press release** and send out to local media contacts to promote workshops
- **Sign off music video**
- **Secure competition prize(s)** for social media competition.
- **Prepare briefing notes for PR spokespeople** – included common questions and answers, interview prep, key headline stats.
- **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** and blog to promote the campaign.
- **Organise social media advertising spend** against specific posts.
- **Launch music video and campaign.**

LAUNCH CAMPAIGN

COMMUNICATION

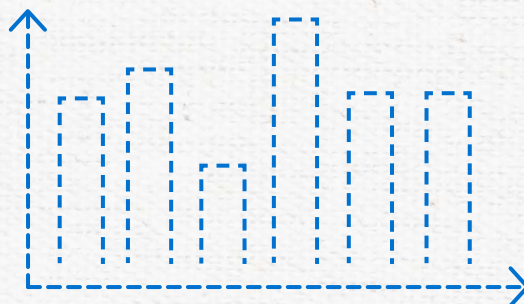
- **Identify the target audience**, and use this to identify the type of angle to lead with in the press release or blog
- **Identify the type of media outlets that will be targeted** – online, print, broadcast, national, regional?
- **Pitch exclusive stories with key media contacts**
- **Brief potential spokespeople for the campaign**
- **Create PR briefings**, including a Questions and Answer document listing all of the potential questions (positive and negative) the media or general public might ask about the campaign
- **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 the campaign website, in particular the homepage, promotes the campaign**



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EVALUATION AND MEASURING SUCCESS

- How many emails were sent out to support activity?
- How many people attended workshop events?
- What was the total number of competition entries?
- How many people made puppets and shared their creations online?
- How many times was the marketing collateral downloaded?
- How many times was the music video viewed?
- How many times did people view your campaign page?
- How many pieces of coverage were achieved?



EQUIPMENT/MATERIAL CHECKLIST

- Video production company
- Design agency
- Music video
- Online performance licence – allows you to show the music video on your website using a cover track
- Permission from record label – to allow you to re-produce / do a cover version of a song
- Family activities
- Vouchers for Family adventure days
- Prizes for online competitions



IMPORTANT CONSIDERATIONS

It's important to have a clear brief and vision for the music video before procuring a film production company; so that you know they have the relevant experience and skills to deliver what you need. Make sure that you allow plenty

of time for liaising with the record label that owns the song / music you're covering – this can take a lot of time due to the necessary approvals required.

BENEFITS

- Encourage consumers to extend the life of clothing by learning about re-use and upcycling
- Encourage consumers to behave more sustainably in relation to clothes
- Provide a relatable way to engage with your key audience
- Use a surprise factor creative approach to attract attention to an otherwise frequently ignored issue.

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

