

DELIVERING A FAMILY LED CRAFTING AND RE-USE CAMPAIGN



CASE STUDY

PARTNERS:

No partners needed for this campaign, although you could collaborate with an online retailer to offer a competition prize.

APPLICABLE TO:

Reprocessors, textile recyclers, charities

OVERVIEW

The Lost Socks campaign ran for eight weeks during summer 2016 and aimed to highlight the vast number of socks that end up in landfill in the UK each year. To drive public awareness around this issue and inspire behaviour change, we built a digital campaign encouraging families to re-use odd / old socks rather than throwing them away. The target audience was parents with children aged 5-10, so we chose to run the campaign over the school summer holidays; providing entertaining family activities for the summer break.

THE ISSUE

WRAP research showed that 616 million socks get sent to landfill each year in the UK. The first aim of this campaign was to raise awareness about the huge quantities of socks (and clothing in general) being sent to landfill. The second

aim was to encourage consumers to extend the life of their socks by inspiring them to find alternative uses for them. The campaign attempted to extend the life of people's socks through crafting and upcycling.

WHAT WE DID

The main driver of the campaign was the creation of a music video parody of Basement Jaxx's 'Jump 'N' Shout!' called 'Sort Your Sock Stuff Out!' which involved sock puppets singing about the many ways old socks can be re-used. The video presents a call to action to download family activity packs and campaign materials we produced to accompany the video. These materials were available to download for free on the dedicated Lost Socks pages on the Love Your Clothes website, and included step-by-step guides on how to make sock puppets; children's colouring sheet, crosswords and word search puzzles; and a '101 Uses of Socks' guide.

To track engagement, we ran two competitions. The first competition involved sharing the video on social media

which would enter you into a prize draw to win a family activity and adventure day – this allowed us to have an indication on the number of people who were exposed to the messages in the music video. The second competition required families to download the sock puppet step-by-step guides, make their own sock puppet creations and share them on Twitter and Facebook – for a chance to win crafting kits.

The competitions were promoted on social media via Primary Times (website and publication aimed at parents of primary school children) and through a Love Your Clothes daily Lost Socks blog. Free sock puppet workshops were held in Brighton, Bristol and Manchester, where families were invited to learn how to make their own sock puppets using our step-by-step guides.

IMPACT

- More than 250,000 views of the 'Sort Your Sock Stuff Out' music video on YouTube, Facebook and www.loveyourclothes.org.uk.
- Family related downloadable marketing materials continue to act as heroic content and deliver 7,500 visitors per month to the Love Your Clothes website.

SEE ACTION PLAN

www.loveyourclothes.org.uk



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