

yes, it is

my assignment.

no, I don't expect

to get the highest

mark.

BSNS7456 - ADVERTISING PRACTICE

ASSIGNMENT 3 - CAMPAIGN DEVELOPMENT PROCESS

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1. EXECUTIVE SUMMARY

This report aims to reproduce an online business for the clothing market, a brand called “*Yes but No*”.

On the yesbutno.co.nz the company basically offers a customization service based on the “*Yes but No*” argument.

The “*Yes but No*” T-shirts are designed with statement contents that intend to be amusing, humorous and controversial. The campaign is going to be developed in an on line environment only, trying to grab attention of the online user by using the power of Social Media + Environmental issues in attempt to create a product that is well suitable to people – because it represents their feelings and way of thinking – and at the same time symbolizes a tangible sustainable attitudes– in this case the reuse of obsolete or wasted clothing.

Therefore, this piece of work aims to find ways for a brand to builds up an awareness and a consequent relationship through a product that seems adaptable to consumers wants and needs for being customizable as well as it comes close to external but overall concern which is sustainability.

2. INTRODUCTION

Trends come and go, especially when talking about the fashion world. So there are uncountable companies in the most varied clothing segments struggling to be on top of our minds when consumers are coming to a buying process. And you can name them within uncountable options from luxury articles with companies such as Gucci, Dolce Gabana, Louis Vitton, and sports articles as Nike, Adidas, Asics and others. These brands all have high quality and try to represent ideas in form of products and they are recognized as trend launchers of the current market. But defying this fashion-oriented scenario, what is actually considered to be fashion? What does that word mean in its essence? Are not we just mere followers of what is being done by these giants and feeling obliged to buy whatever they create?

The current reality consists of people aiming to reach high social status and tending to find identity through the exposure of a brand in form of logo. Futile, superfluous and needless are some of the words that can be used to describe this obsessive way of expressing thoughts, behaviors and ideas.

Another nice description was found on a blog called the Bright Light that states as seen on the picture.



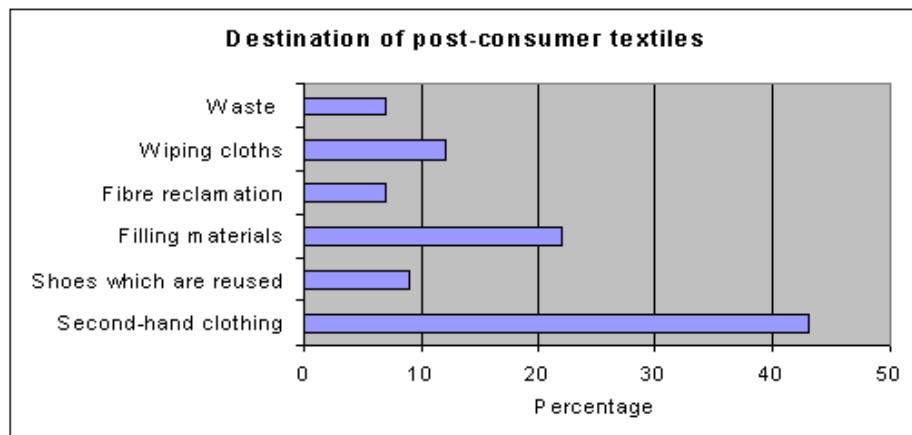
(Bright Lights Fashion City,

In other words, this means that we do not necessarily need to refer to those brands to represent and express emotion, thoughts or whatever a person intends to communicate via the way they dress up. It is debatable issue, especially when some people would argue and say that they preferred brand well embodies and characterizes their thinking and they are happily buying and wearing manufactured products made by it. These characters are influenced by visual appearance.

Nonetheless, the point here is to highlight that these trends are questionable and also there are other options to speak through clothing and the determinant to what is fashionable is the individual and not the brands they purchase off.

3. ENVIRONMENTAL IMPACTS – Context

- Textile recycling originated in the Yorkshire Dales about 200 years ago. These days the 'rag and bone' men are textile reclamation businesses, which collect textiles for reuse (often abroad), and send material to the 'wiping' and 'flocking' industry and fibers to be reclaimed to make new garments. Textiles made from both natural and man-made fibers can be recycled.
- It is estimated that more than 1 million tons of textiles are thrown away every year, with most of this coming from household sources. Textiles make up about 3% by weight of a household bin. At least 50% of the textiles we throw away are recyclable; however, the proportion of textile wastes reused or recycled annually in the UK is only around 25%. (Waste Online, 2006)
- An estimated 13.1 million tons of textiles were generated in 2010, or 5.3 percent of total municipal solid waste (MSW) generation.
- An estimated 14.0 percent of textiles in clothing and footwear and 17.1 percent of items such as sheets and pillowcases were recovered for export or reprocessing in 2010.
- The recovery rate for all textiles was 15.0 percent in 2010, 2.0 million tons. (Environmental Protection Agency, 2011)



(Waste Online, 2006)

- The **future of textile recycling lies in the supply chain**, not retail stores. (Kaye, 2011)
-

4. “*YES but NO*” – THE ONLINE BUSINESS

Clothes we wear make a statement itself (Davis, 1992) . By assuming this quotation as true, that clothes themselves make a statement by simply existing, try to imagine a brand that sets statements on each of its products. Would it be twice as good to consumers represent their thoughts?

Based on this idea, we have created “*Yes but No*” T- shirts. An on-line company that aims to be relevant to consumers by providing customized product that matches their **needs, wants** and mainly their **IDEAS!**

But what are the “*Yes but No*” T- shirts?

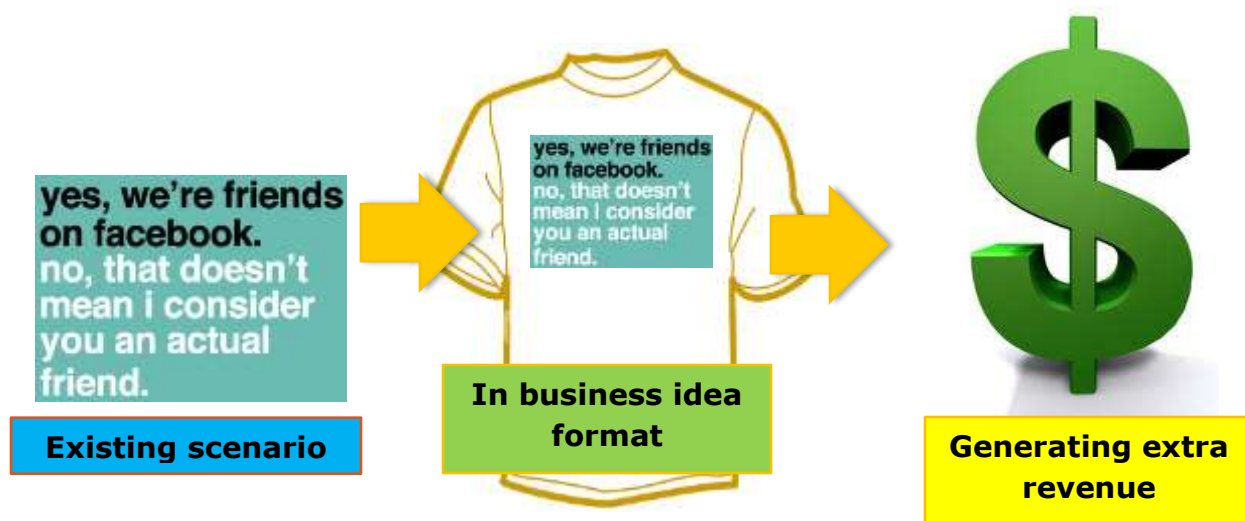
“*Yes but No*” statements are designed to humoredly, controversially and amusingly express and represent consumers’ ideas around a specific subject or topic, normally referring it to stereotypes created by society’s general beliefs. In fact, there is an existing website (yes-butno.tumblr.com) that uploads these statements and gives free access to the public to replicate them. However the business proposal is to take this relationship into a deeper interaction which would be translated into T-shirts and not just online posts, so it would generate extra revenue to the company apart from the ads displayed on its website. Another key element of these T-shirts would be attributed to the way they are produced – a recycled textile made – sustaining the environmental issues already discussed briefly in this report and that will be better covered in the next pages.

But how do these “*Yes but No*” T- shirts look like?

Let us use Facebook – the most popular social networking service nowadays - as an example; we could have the following statement:



(Google Images, 2012)



(Google Images, 2012)

(YES-BUTNO, 2012)

The company is capable of designing T-shirts illustrating the most varied topics and areas since sports, cinema, current issues, religion, politic views, nationalities, rivalries etc. there are unlimited and endless possibilities to match to whatever our consumers want to communicate!

The asking price for this T-shirts is standardized as **NZ\$32.00**, regardless sizes, colors or kind of statement. However consumers will be able to find a facilitator in order to get the desired product with a considerable discount. It will be demonstrated throughout the next pages.

4.1. Campaign Objectives

The campaign is not only designed to promote the sales of *Yes but No* shirts. It has a tenor on a social responsibility too. Attached to the product, the company intends to give focus on another very important field that includes all of us, not just as consumers or buyers but conscious human-beings. This topic is **sustainability**. Thus, apart from sales the organization's mission in this campaign involves the creation of a sense of responsibility among customers by promoting and generating awareness around sustainability issues.

In this case, the sustainable actions will be illustrated by using recycle or used textile material. In fact, by associating the brand with that well-commented topic, the idea is **to boost the company's awareness** at the same time it stimulates people towards the good deed.

By offering incentives to consumers who embrace the cause, the campaign's intention is to reward the help coming from the audience. These incentives will come in form of discounts whereby having their products with a lower price - or even for free for those who immensely contribute and perceived as loyal consumers. The conditions will be later exposed in this report.

Hence, the key points associated with this campaign will be found on:

- **Quality of products:** durability and resistance;
- **Customization:** being relevant and suitable to all tastes;
- **Cheap and affordable price:** as a competitive advantage;
- **Innovation:** mixing promotion of products with social responsibility;
- **Renovation:** encouraging people to get rid of their old clothing;
- **Sustainability:** reusing wastage as resources for new products;
- **Amusing, Humorous and Controversial content:** pillars the T-shirts will be based on;

In sum, these attributes will be going through these three following steps:

Awareness + Reaction + Sales



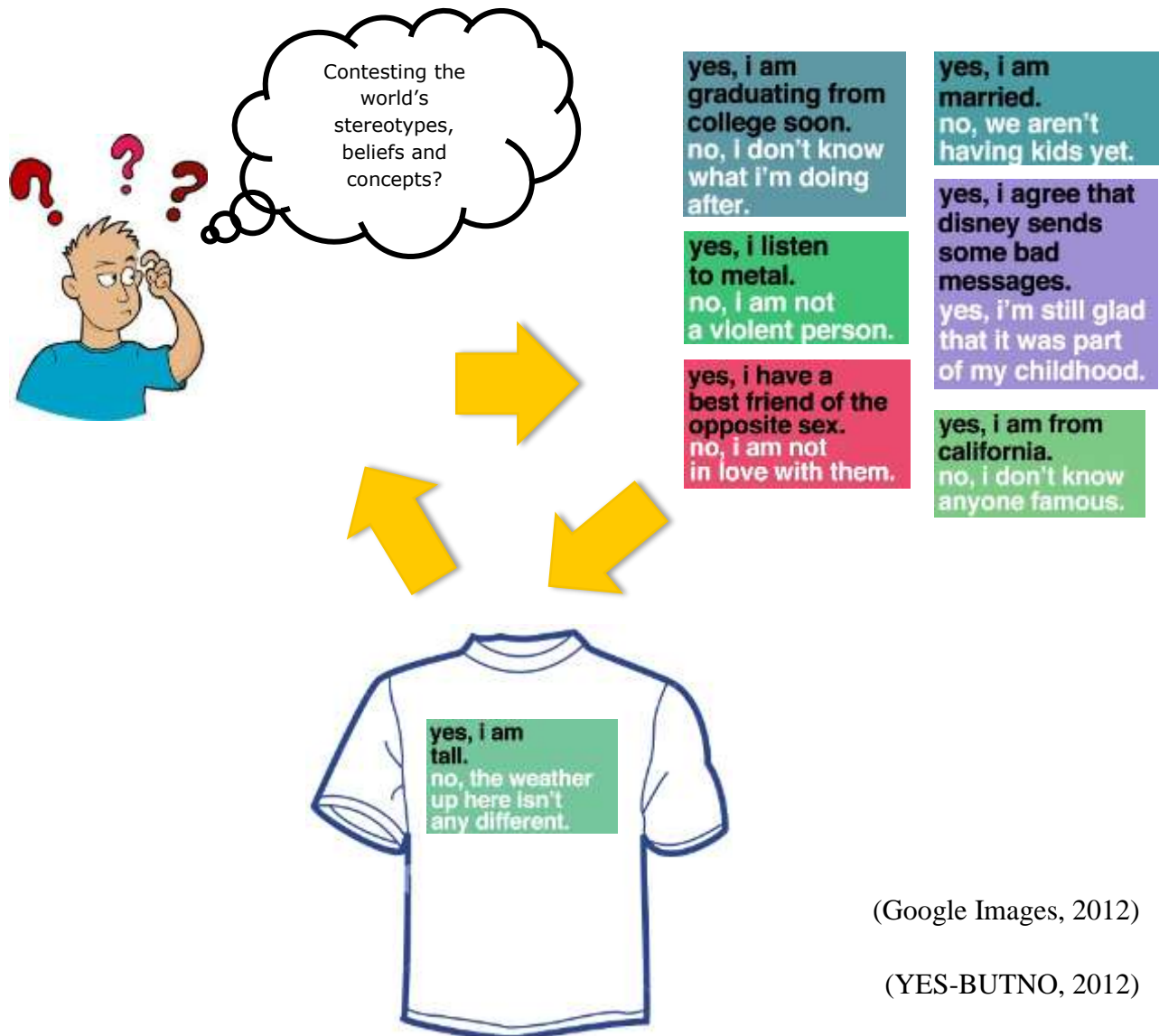
Public's identification towards the brand through the statements created. The creation of awareness and 'buzz' about the topic sustainability would be smoothly passed on in form of clothes recycling. That would be the *teaser* for the Reaction.

People looking through the news and information on the website, trying to start the change from their reality along with our company at the same time they buy a relevant and significant product.

The actual acquisition of new products by embracing the cause as well as generating revenue to the company.

4.2. Target Audience

Yes but No T-shirts are destined to any public audience for all ages. Whereas it is perceptible that by applying colorful and casual designs it will presumably be more appealing for a young public rather than an older one. There are psychological reasons for that as well, considering that stage of life, the youth starts contesting old beliefs which initiates the development of their own thinking. And there would not be better way to express this life phase than wearing a T-shirt that would symbolize some of these ideas. For that reason people both **male** and **female** between the ages of **18-25** will be marketed for this product.



(Google Images, 2012)

(YES-BUTNO, 2012)

4.3. Promotion Strategy

No surprises on the promotion strategy that is fundamentally based on the Social Media environment as well as the current website. Even considering a predictable way of interaction for the first two, the company will rely on the collaboration of consumers. This interaction will be explained in further details. In regards to the website, it will be enhanced not just for visualization of the statements only - as it is today – but a whole modification in order to meet the requirement of “customizable and flexible” website to navigate.



(Facebook, 2012) (YES-BUTNO, 2012) (Twitter, 2012)

4.4. Sustainability and Environmental issues

As previously mentioned, “*Yes but No*” shirts will embrace the Textile recycling mentality which is the method of reusing or reprocessing used clothing, fibrous material and clothing scraps from the manufacturing process.

To fully engage consumers into this cause, the company will be using two different approaches: **passive** and **active**. Instead of promoting the product and bombarding consumers’ home page with “pushy-sales”, the brand aims to be perceived as **eco-friendly**. By posting 2 out of 10 messages related to sales itself and the rest of them related to useful content on Twitter and Facebook (media mentioned before), the company intends to work as **educator** and **reminder** to increase awareness about the sustainable practices. This initiative would work smoothly and consistently requiring a take of action from users. Example on Facebook:



At the end of each post, the following comment would along:

“And us from ‘Yes but No’ are we contributing to this cause?”

yes, we offer a reverse logistics of your old clothing in exchange of a brand new with your favorite statement on it and more important - made of recyclable resources.

no, we still haven’t got your

help on it yet, the time is now!

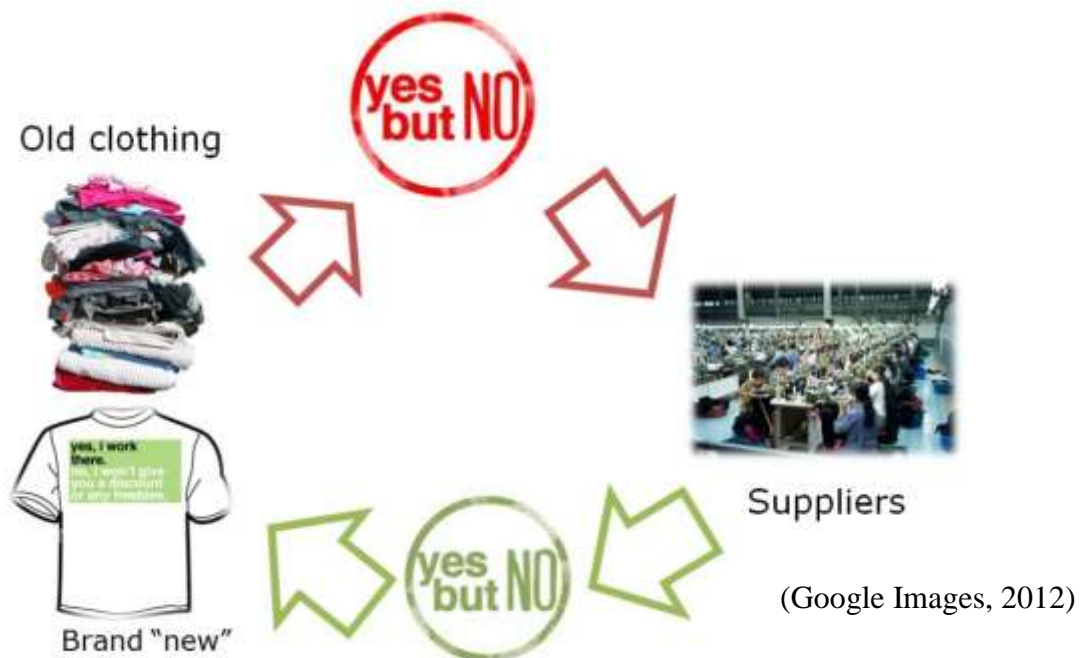
On Twitter, the same structured would be respected and the creation of hash tags **#yessustainability**.

The **active approach** will be featured by this offered **Reverse Logistics**. This term means the process of moving goods from their typical final destination for the purpose of capturing value, or proper disposal. Remanufacturing and refurbishing activities also may be included in the definition of reverse logistics (Hawks, 2006).

Customers that are interested in getting involved to this cause will have information on the website about how they discard their old clothing at the same time they obtain for the benefit of having a new and innovative piece of clothing with discount. This campaign will be called **Get Rid Get Hold**.

4.5. 'Get Rid Get Hold' campaign

As stated before, the purpose of the campaign is to stimulate consumer's interaction in moving their old clothing, opening the opportunity for them to have new clothing designed by "**Yes but No**". The structure of the campaign will be driven as:



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As seen in the picture, there are three elements on the process: consumers, our company and suppliers. And so, by using used resources, the idea is to ease the costs of production which will be addressed to our company and automatically addressed to the final consumers, benefiting all parties involved.

Therefore the participation of both, consumers and our company is vital for the logistic chain works. In order to control the flow of received material, **‘Yes but No’** will strategically set kiosks around big centers in New Zealand during the weekends throughout the lifetime of the campaign – the year of 2012. An association with that owns malls in Auckland, Wellington, Hamilton and Christchurch will be developed as a way to fix locations for these stands.

To regulate the campaign carefully, a loyalty card-control will be established. Not every type of clothing is accepted, some materials such as cotton and linen can be composted, but petroleum-based fibers such as polyester have little chance for reuse (Kaye, 2011), so they will be discredited for this campaign.



(Google Images, 2012)

Once the reception of the old clothing is done, loyalty cards with barcodes and serial numbers will be registered in that person’s name and handed out to them. These cards have an important use in near future, because through their data, people will be able to redeem their discounted product, which will be available online once they type its number on our website. The discounts applied vary according to the number of items returned by the customer as the table shows:

1 to 5 items	20%	\$25.6
6 to 10 items	30%	\$22.4
More than 10	40%	\$19.2

PS: At a first glance, the discounts seem to be large but regarding the production cost /unity as **NZ\$10**, even discounted products would be above this line

4.6. The Janoskians

Another way of boosting awareness of our T-shirts would be through the advertising with the Australian teenager comedy group ‘*The Janoskians*’ identified through as major Australasian Internet icons/celebrities among male and female public between 17-24 years old with:

- **156,7220 signers** and more than **16 million views** on their **YouTube** channel;
- **Facebook** fan page with **146,000 Likes**;
- **50,000 followers** on **Twitter**.

The idea is not to sponsor or endorse them, but distribute samples of our T-shirts in mutual benefits agreement, a total volume of 100 units whereby they could wear or develop an internal campaign. We expect to generate awareness and curiosity among consumers, regarding the high audience this group has obtained.



4.7. Budget

SPREAD SHEET 2012 - Yes but No

Expenses/Month	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL (\$)
Westfield (kiosk)									
	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	24,000
Social Media									
	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	24,000
Production *									
	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	240,000
Logistic**									
	1,600	1,600	1,600	1,600	1,600	1,600	1,600	1,600	12,800
Website									
	2,800	24,00	24,00	24,00	24,00	24,00	24,00	24,00	2,800
Samples									
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	8,000
TOTAL (\$)	41,400	37,600	37,600	37,600	37,600	37,600	37,600	37,600	300,800

***Regarding a production of 3,000 T- shirts/month**

****Variable, depending on the demand – value represents the sales of the 3,000 produced**

(Aquair, 2012)

(Westfield Groups, 2012)

(Vistaprint, 2012)

(LMB, 2012)

4.8. Market Potentialities

- **Expand to other articles:** assuming great success of the company in the first year of activity, a next step-strategy will be the launch of a new line of products that would include: backpack bags, hoodies, caps, etc. All following the same structure as the T-shirts.
- **Establish physical stores:** To increase major identity and to become more tangible to consumers, the company plans to replicate the online showcases into physical once the feedback coming from consumers is positive which might also become a franchise. It will all depend on the KPI (key performance indicators) such as volume of sales, level of interactivity on the social medias, involvement in the *Get Rid – Get Hold* campaign will define whether taking a step into this strategy or not.
- **Explore other markets:** the national and local realization requires expansion, so the brand aims to reproduce the successful case into other markets close to New Zealand, such as Australia and Asia, its biggest partners in other industries as well. There would be an alternative way to look for other partners in regards to supply and service;



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