

COMMUNICATION CAMPAIGN

WEAR FOR WORLD

A campaign on Instagram highlighting the undeniable negative impact of the fashion industry on environment and promoting eco-friendly clothing brands

Problem Statement

Various brands use “sustainability” and “eco-friendly” as a marketing strategy just to attract customers who are interested in environmental issues, but in fact they are not. Therefore, we come up with the campaign to protect consumers from exploitative marketing tactics and highlight sustainable clothing brands.

Objectives

To develop and implement a social media campaign highlighting sustainable fashion brands while also providing information on the environmental issue in the fashion industry

To measure the change in consumer awareness of the environmental issue in the fashion industry before and after the campaign

Target audience

Demographics

- Female university students
- First jobbers
- Age 18-24

Psychographics

- Interested in fashion
- Aware about the environmental conflicts to a certain extent
- Want to make change in the society

Behavioral

- Spend a lot of time on social media

Methodology

Step 1 : Conduct secondary research on the environmental impact of clothing and alternative sustainable clothing brands

Step 2 : Contact the owners of sustainable clothing brands for additional information

Step 3 : Develop a pre-survey and post-survey to collect primary data

Step 4 : Create an Instagram account and start publishing content

Step 5 : Promote the campaign using different methods

Step 6 : At the end of the campaign, distribute the post-survey.

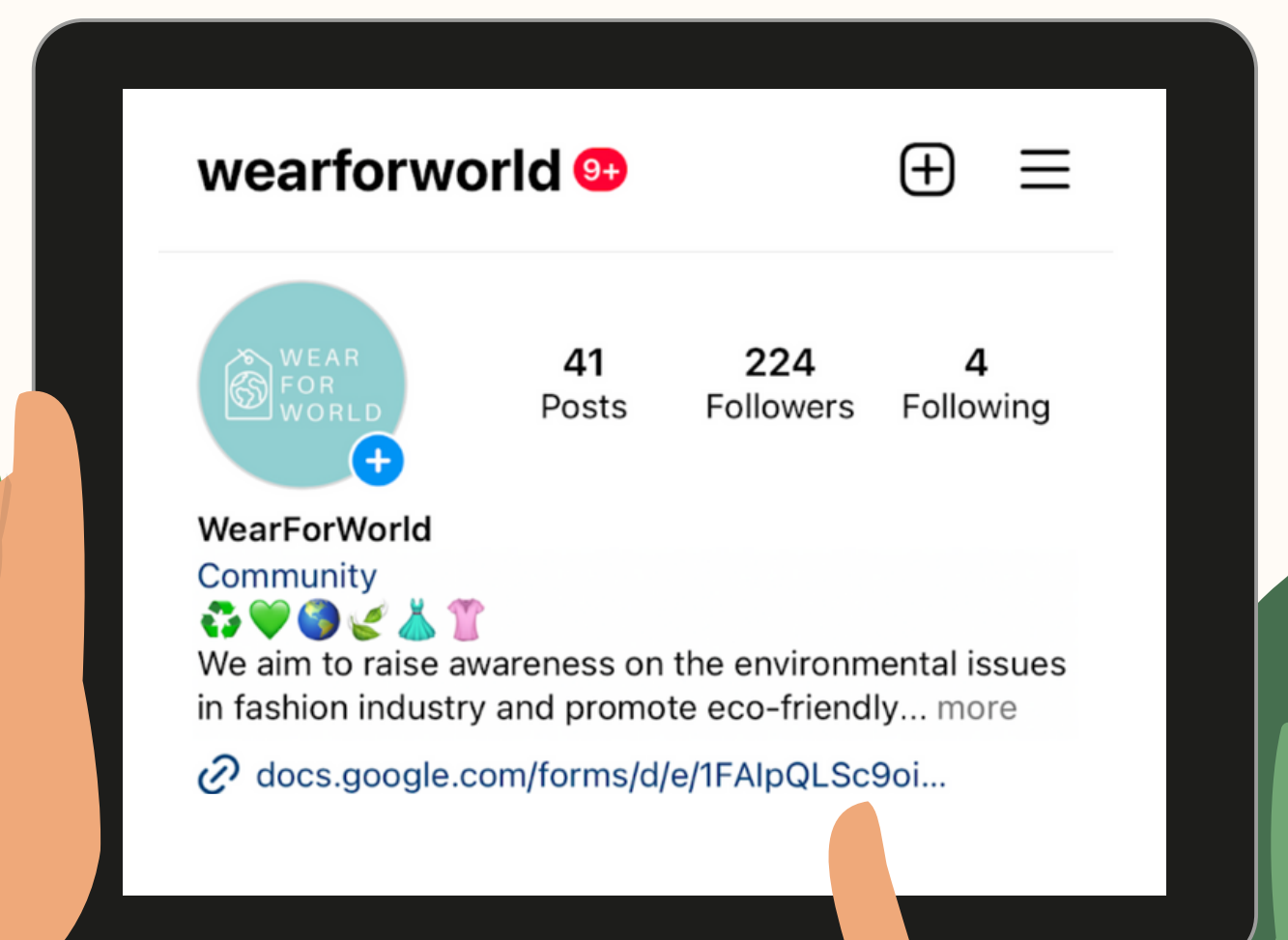
Step 7 : Collect result and analyze the effectiveness of the campaign

Communication Strategy

Instagram

Part 1 : Raise awareness and to stimulate people to do the pre-survey.

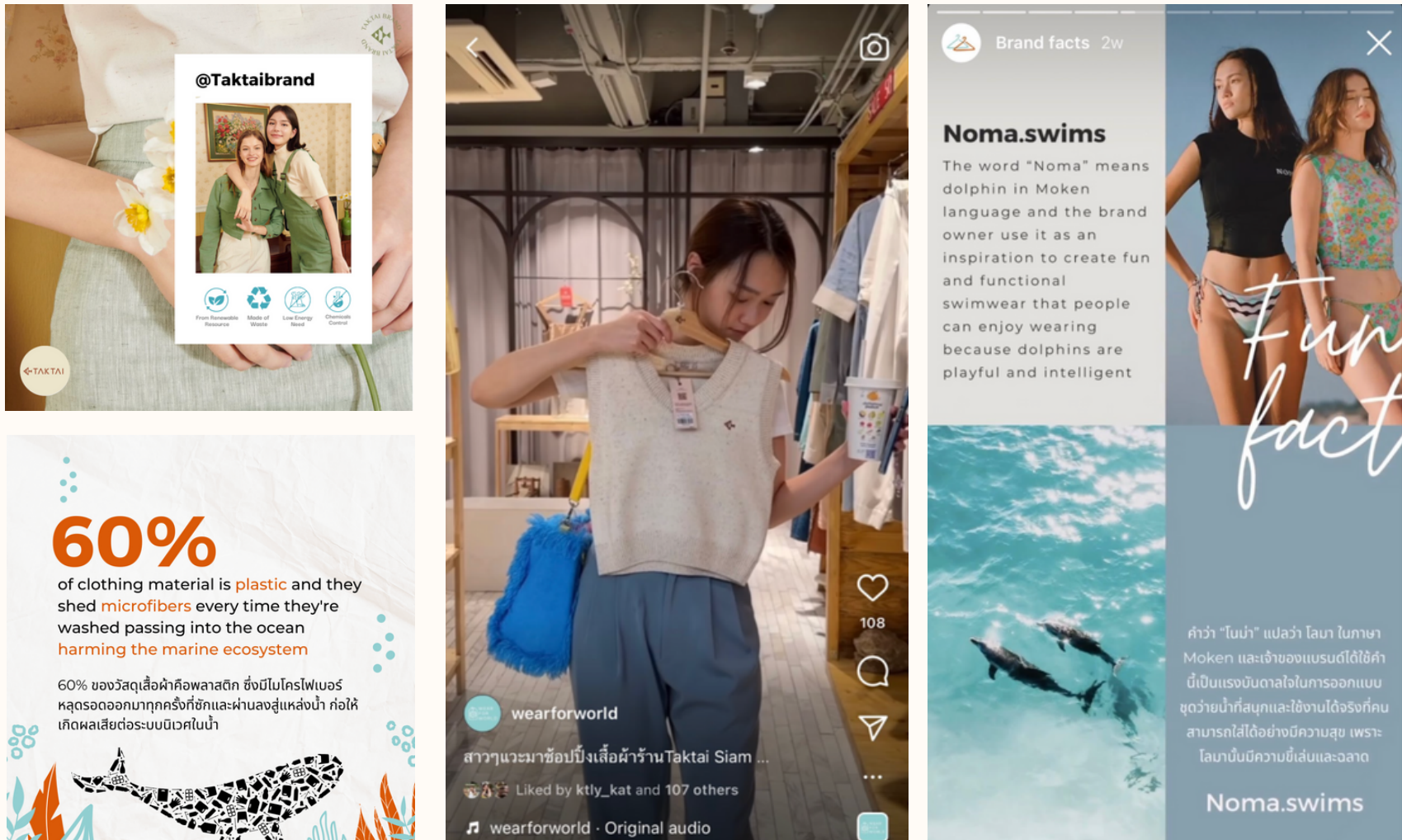
- Create the account and post content about who are we and fashion-related topics
- Share post via story feature
- Distribute pre-survey link



Communication Strategy

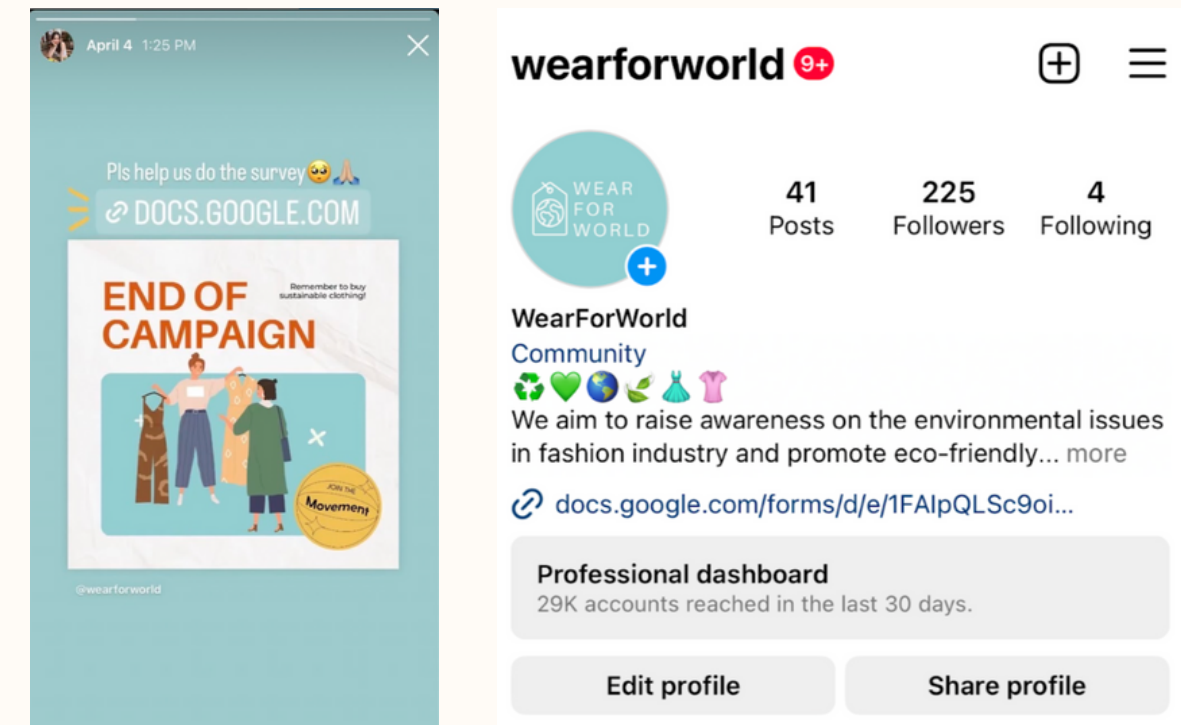
Part 2 : Provide alternative clothing brands and knowledge about the environment towards the fashion industry

- Publish various contents through all Instagram feature such as brand introduction fashion impact on environment and sustainable signs introduction
- Publish 2 brands visiting video on Reels feature
- KOLs Repost
- Use promotional tools



Part 3 : Encourage people to do the post-survey

- Publish post-surveys link through bio and story feature
- Send direct message to people who has done the pre-survey to let them do the post-survey again



Evaluation Plan

- Awareness on the environmental issue increase to 70% of the respondents from the post-survey
- Awareness on the alternative clothing brands increase to 60% of the respondents from the post-survey
- Engagement on social media, gaining at least 200 followers on our official Instagram account.



Result

- Awareness on the environmental issue increase from 22.2% to 77.9% of the respondents from the post-survey
- Awareness on the alternative clothing brands increase from 0% to as high as 66.2% of the respondents from the post-survey
- Engagement on social media, gaining 225 followers on our official Instagram account.

Conclusion

Wear for World has established itself as a medium for people that want to make positive changes to the environment through clothes. With our Instagram page, everyone who are interested at supporting sustainable fashion will be able to find all sorts of brands with different function and style that support the same cause; our environment.