<u>Final Campaign Strategy: Threading a Better Future</u>

Principles of Persuasion

Dec. 3rd, 2024

Part 1: Strategy

o The campaign I chose to create my final about is called "Threading a Better Future". The goal of this campaign is to promote sustainable fashion choices by encouraging and emphasizing consumers, specifically young adults such as Generation Z, to opt into eco-friendly and ethically manufactured clothing. My passion for fashion and eye for fashion design has been one that has been brewing for years. However, to understand the fashion industry and its beautiful social implications within social culture, one must understand the detriment it's also causing. The fast fashion industry has caused, and is still causing, a major deficit in the global environment and the people who manufacture clothing under severely poor working conditions. By fostering awareness and empowering consumers to make better clothing choices, this campaign will challenge the fast fashion model and encourage the shift toward more sustainable alternatives and routes.

- *Campaign Justification:*

o The fashion industry is one of the largest contributors to environmental pollution, with excessive water consumption, carbon dioxide emissions, and textile waste. All of these factors are negatively polarizing the global climate. Resulting in part of the halting and stagnation of the progress of the climate change campaign initiative that has been going on for years. Fast fashion brand accelerates such problems with cheap, mass-produced clothing that emphasizes disposable habits because 9 times out of 10 the clothing being produced is not created with the longevity of the consumer in mind. My campaign, Threading a Better Future, is a vital tool in the fashion industry because it aims to educate consumers on the

significance of environmental and social consequences to their fashion choices. Allowing consumers to choose fashion pieces and designs that are socially conscious and eco-friendly.

- *Concept/Theory from the Textbook*

    o Threading a Better Future campaign will utilize the Elaboration Likelihood Model (ELM). This is a framework that is discussed in the textbook entitled, *The Dynamics of Persuasion: Communication and Attitudes in the 21st Century 6th edition by Richard M. Perloff* in chapter 7. The ELM framework can be described as "a framework for understanding the effects of a host of source, message, and receiver factors on persuasion...providing useful integration of a wealth of empirical data" (Perloff 232). This dynamic ensemble will allow me to carefully promote my ideas throughout my campaign. The ELM framework will use 2 routes, the peripheral and central route that involves carefully considering detailed information. Thus, allowing me to highlight the environmental and social benefits of sustainable fashion and effectively communicate this to the public. Allowing the consumers to engage and be motivated by the deep-rooted message of sustainable fashion that my campaign is rolling out. The peripheral route will ultimately involve attracting visuals and influencer marketing endorsements and tactics to persuade consumers who are not yet fully convinced. Using the Elaboration Likelihood Method will ensure that the Threading a Better Future Campaign will resonate with consumers and produce a long-term turnaround into sustainable fashion.

- *Target Audience Demographics and Psychographics:*

- o The target audience demographic for the campaign, Threading a Better Future, is young adults aged 18-35 years old, living in urban areas. These individuals typically have the most disposable income, a high interest in self-expression and a desire to stay on track when it comes to purchasing clothing. They are highly active on media platforms such as Instagram, TikTok, and Pinterest, where they gain inspiration and stay up to date with their fashion idols, influencers, and brands. It is to be found that, "Social media has become a critical tool for influencing the purchasing decisions of millennials and Gen Z" (Hootsuite, 2022). On the contrary, this specific demographic of people is well-educated and often aware of global social and environmental issues, placing them at a higher rate to be more receptive to campaigns promoting sustainability. Understanding the psychographics of this campaign is important with the overall rollout and communication of, Threading to a Better Future. Our set demographic values sustainability, social justice, and ethical consumption. They align with the movements that emphasize minimalism, eco-conscious living, and social responsibility. Many are aware of the negative impacts of fast fashion, but few seek out environmentally conscious alternatives. While they may be struggling with balancing style and finding ethical alternatives, they are still nonetheless motivated to find ways to combine the two. Research shows that already, "...28% have stopped buying from brands with poor ethical or sustainability values" (Wood) with Generation-Z and Millennials combined. This reflects the point that this demographic gravitates toward products that reflect their values, including eco-conscious fashion.

- *Competition: Evidence Biased Insights*

- o The primary competition for my Threading a Better Future campaign comes from prominent fast fashion brands such as H&M, Zara, Shein, and Forever21 to name a few. For example, the company H&M alone "...currently churns out 3 billion garments a year and, as of 2019, was sitting on $4.1 billion worth of unsold clothes..." (Segran), exemplifying environmental waste and pollution. Brands like these continue to dominate the fashion industry due to their low-cost, trendy clothing that appeals to their demographic. Their demographic just so happens to be the exact age demographic of my campaign, Threading a Better Future. These brands continue to present a façade of affordability and style, at the expense of unethical practices and Environmental suffering. Furthermore, traditional fashion brands that do not prioritize the sustainability aspect of fashion are also competitors in my campaign, Threading a Better Future. However, in response to our competitors, the campaign will drive out and will expand on the long-term benefits of sustainable fashion spotlighting its heightened quality in clothing, durability, and social and environmental impact. All the while stressing consumers can still fashionably showcase their self-expression without sacrificing their values and moral duty to humanity.

- *Campaign Objectives: Clear & Consistent Objectives*
  - o Overall, the main objective of my Threading a Better Future campaign is to encourage young adults, ages 18-35 years old, to make more sustainable fashion choices by increasing awareness about the negative impacts of fast fashion and creating long-term buying impacts with the consumer. Specifically, the campaign aims to increase the purchase of sustainable clothing items by 20% within the next 6 months of the roll-out of this campaign strategy. Secondary objectives

include reshaping the audiences' attitudes and stigma towards eco-conscious fashion, making sustainable fashion synonymous with trends, and demonstrating that eco-friendly fashion is not only ethical, accessible, and affordable, but fashionable too!

- *Key Benefits for the Audience: Framing Benefits*
    o The benefits of sustainably within fashion are very clear. Benefits such as its environmental impact, removal of unethical consumption, and long-term investment are just a few of the beneficiary factors of sustainable fashion.
        ▪ Environmental Impact: Choosing sustainable fashion helps reduce the environmental footprint of clothing production, including reducing pollution, water usage, and textile wastage.
        ▪ Removal of Unethical Consumption: Fashion brands that are sustainable prioritize fair labor laws and practices in their manufacturing hubs. Providing consumers with the opportunity to support businesses that respect and give basic human rights to their employees, while treating their workers fairly.
        ▪ Lomg-Term Investment: Sustainable fashion pieces are made from higher quality clothing materials and designed for longevity, reducing annual spending costs of clothing for consumers among many other things.
    o Therefore, the Threading a Better Future campaign will promote these benefits in a way that resonates with our target audience's values and encourages them to make more informed decisions.
- *Campaign Tone: The Tone of the Campaign*

o The overall tone of the Threading a Better Future Campaign will be empowering, to say the least. It will gravitate towards a more positive and fun spirit, as we know we are requiring a lot from the general public. By utilizing playful humor, to make the topic of sustainability feel tangible, while positioning eco-friendly fashion as trendy and aspirational. The campaign will use inspirational messages and slogans to motivate and push consumers to feel great about their betterment of choices. Constantly reminding them they can look and feel confident, while still contributing towards a better future for the next generations to come. Therefore, the tone of the campaign will be upbeat and celebratory, bridging style and responsibility together.

- *Sample Message*

  o For Instagram Posts; the following caption down below will be used. By continuing to compose messages that are uplifting and trending, while posting continuously with the hashtag #ThreadingaBetterFuture, it will create a sense of unity and generate a community. This will, in turn, encourage more participation with people moving towards a fashionable and sustainable clothing lifestyle.

    ▪ Instagram caption example: "Fashion that doesn't cost the earth 🌍 🤍. Choose sustainable, choose stylish! Join the #ThreadingaBetterFuture movement today! #EcoFashion #SustainableStyle."

- *Campaign Channels*

  o The main channels for the Threading a Better Future campaign will be social media platforms such as Instagram, TikTok, YouTube, and X (formally known as Twitter). As stated earlier, these social media platforms are where our demographic resides and engages with fashion-related content the most.

Eventually, the campaign Threading a Better Future will collaborate with household fashion influencers and celebrities who are willing to advocate for change and sustainability. Lastly, digital ads being placed on the side of buses, on the internet, TV, radio, and truly anywhere else an ad can be seen or read will add great value to the campaign. Lastly, event sponsorships with universities, and fashion universities/trade schools, across the United States will be conducted. Thus, universities/trade schools are a hub for where a large portion of my campaign demographic resides.

- *Mandatory Materials: Materials Needed*
    - o The following materials will be required for the successful campaign roll-out of Threading a Better Future:
        - ▪ Eco-Friendly clothing; items from sustainable brands to showcase in campaign content.
        - ▪ Branded promotional merchandise; such as reusable tote bags, shorts, and posters to spread the message online.
        - ▪ Social media content ideas and consistency, including visuals and videos highlighting sustainable fashion choices.
        - ▪ Event materials; using them for pop-up shops and fashion shows showcasing eco-friendly fashion and eco-friendly brands for consumers to shop at.
        - ▪ Influencer collaboration contracts to secure partnerships with fashion figures who align with the Threading a Better Future campaign.
- *Relevance and Cohesion:*

o Therefore, my campaign Threading a Better Future is heavily aligned with current consumer trends that, prioritize sustainability and reiterate ethical practices. Our detailed research has demonstrated that young adults are increasingly aware of the impact of their poor consumer habits. However, this campaign will address and shift their desires to make positive changes, not only for themselves but for the global climate of the world. By employing persuasive strategies like the Elaboration Likelihood Model, leveraging social media influencers, incorporating an emotional tone within the campaign marketing, and highlighting the ethical benefits of sustainability, our campaign will succeed in motivating change and changing lifestyles. It will bridge the gap between our target audience, current fashion icons, and those hesitant to adopt a sustainable fashion lifestyle. Doing so by, encouraging them to make lasting changes and continue supporting a better future through eco-friendly fashion choices.

APA References:

Perloff, R. M. (2017). The Dynamics of Persuasion: Communication and Attitudes in the 21st Centry 6th edition. https://wartafeminis.com/wp-content/uploads/2020/07/routledge-communication-series-richard-m.-perloff-the-dynamics-of-persuasion_-communication-and-attitudes-in-the-21st-century-routledge-2017.pdf

Riswick, T. (2024, November 27). *Social Media Calendar: Free template + our team's real process*. Social Media Marketing & Management Dashboard. https://blog.hootsuite.com/social-media-calendar/

Wood, J. (2022, March 18). *Gen Z cares about sustainability more than anyone else – and is starting to make others feel the same way*. World Economic Forum. https://www.weforum.org/stories/2022/03/generation-z-sustainability-lifestyle-buying-decisions/

Segran, E. (2021, January 1). *H&M is one of fashion's biggest polluters. now its foundation is on a $100 million quest to save the planet*. Fast Company.

https://www.fastcompany.com/90596456/hm-is-one-of-fashions-biggest-polluters-now-its-on-a-100-million-quest-to-save-the-planet