

# WPPED CREAM 2008

PUBLIC RELATIONS | WINNER | GREY COLOMBO  
GARMENTS WITHOUT GUILT

## MARKETING CHALLENGE AND OBJECTIVE

- Primary - Position Sir Lanka Apparel as the 'Ethical Apparel Manufacturing and Sourcing destination' on the Global Fashion Apparel Map. Competing against the might and already established position of regional heavyweights in China, India, Pakistan and Bangladesh.
- Secondary - Build awareness among international media and consumers at large about ethical manufacturing of apparels and why they should bother.
- Tertiary - Increase business participation from existing buyers and invite a fresh set of buyers who've been working in the region but have not considered Sir Lanka.

Annual Global Marketing Budget: USD 127,273

## SUMMERIZE AGENCY RESPONSE AND PROGRAMME

Conventional advertising was not the answer.

Hence we looked at a Strategic PR driven social cause based marketing approach that was targeted at multiple stakeholders at various stages of campaign. A global awareness and marketing campaign 'Garments without Guilt' was conceived to touch various target audiences using the most cost effective mediums. The three fashion capitals of the world: New York, London and Paris were made the focal points for reaching out to buyers, retailers, fashion and general media and of course, consumers at large.

Internet presence was leveraged through a strategic online marketing plan using various social networking groups and web journalism.

## PROJECT REPORT

Garments without Guilt- Global Positioning & Marketing Campaign (June07- May08) [www.garmentswithoutguilt.com](http://www.garmentswithoutguilt.com)

## MARKET ENVIRONMENT

- The Global Industry driven by 160 identifiable big guys of fashion retailing, labels, buying houses and brokerage firms clustered primarily in US and EU regions.
- It easily qualifies to be the most diversified/fragmented global network of the buyer-vendor ecosystem with companies from across continents participating to stitch-up that perfect pair of jeans or suit.
- The category has had historical regional dominance (China & India in Asia) based on raw material abundance, manpower availability and scale operations.

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## TARGET MARKETS

The global campaign targeted at three key stakeholders in different phases:

- a) Buyers: Fashion Houses, Labels, Retailers, Brokers in NY, London & Paris (US & EU).
- b) Industry Bodies and Government Bodies (US & EU).
- c) International Media: Trade & General Media (both Online and Offline).
- d) Awareness among end-consumers (Europe & US).
- e) One million plus workforce and 350 member enterprises of Sir Lanka.

## STRATEGY

The limitation of Marketing budgets was supplemented with a Strategic PR driven unconventional activity plan to create the maximum bang for the buck. Critical PR tools like lobbying, social networking websites, viral marketing campaigns, appointment of global evangelists, journalist visits, delegations and direct marketing initiatives being the key tools to deliver the desired message. Marketing tools were used for the first time both in the Sir Lankan apparel industry and within the region to promote the message. Effective showcasing of ethical business practices through various CSR projects undertaken by member enterprises on topics of a) Ethical Working Conditions b) Women Empowerment c) Rural Poverty Alleviation d) Child Education e) Environmental Practices.

- Targeting activities around three prime fashion capitals of the world, New York, London, Paris.
- The entire plan executed in three phases.
  - Phase 1: (six months duration) Going to Buyers
  - Phase 2: (six months duration) Going to International Media & Consumers
  - Phase 3: (one year) Giving it the shape of a mass movement
  - Currently in Phase 3
- Critical Communication Mix used:
  - Phase 1: Going to Buyers
    - Direct Mailing
    - Business Delegations to Washington DC and EU
    - Using garment sample tags as a medium
    - Email Campaign & Presence at Trade Fairs
    - Inviting Delegations to Sir Lanka
    - SGS Certification for all companies (bringing them to common ethical marketing platform)
  - Phase 2: Going to International Press & Consumers
    - Inviting International Trade Journalists to SL
    - Mobilizing Grey Global offices and SL High Commission to bring in Press
    - Flying in foreign media to experience Ethical Business in Practice
    - Website Launch & Leverage Online Press Communities
    - Social Networking site Facebook, Myspace, YouTube, Orkut
    - Feeding the CSR Press online
    - Blogging and driving traffic from similar ethical marketing websites

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## CAMPAIGN RESULTS AND MEASUREMENT

- International Media coverage worth USD 500,000 (Online + Offline).
- Covered by the BBC in World Business News Section (News clip attached).
- GWG Campaign influenced visiting US Delegation of Sri Lanka to call a delegation of Sri Lankan apparel industry to present the business case to Capital Hill and members of Senate in Washington DC.
- GWG Campaign launch in EU at trade fairs in Paris and Milan influenced an increase of 50% in buyers/orders.
- Editor of world's most respected Online fashion magazine Just-style.com has turned a GWG Campaign Evangelist and promoter after her visit to Sri Lanka.
- Monthly Visitors to recently relaunched GWG Website have increased from 50-a-month to a 11,000 in 2.5 months, with the average visitor spending approximately six minutes on the website.
- GWG Online Campaign has influenced over 1200 like minded communities on Facebook, Myspace, YouTube and Orkut to join hands, with daily requests asking for guilt-free clothing samples and literature to spread the message in US and EU.
- Recently nominated for Ethisphere and Forbes supported forthcoming World's Most Ethical Companies Award-2008 scheduled for June 2008.
- To be interviewed by Time, Newsweek, The Economist, WWD in June-July.