

Regent's International Fashion Marketing Competition 2019-20

# GREEN MARKETING







## Introduction

'Fashion and sustainable fashion must meet and mingle. They can no longer be two separate categories and movements.' Rachel Kibbe, theguardian.com

Recently, 'green' marketing has increased in popularity – communicating brands' sustainability messages to the consumer. However, with this increase, some have commented on 'green fatigue', leading to thoughts that the consumer is growing tired of these messages.

Sustainability is a crucial aspect of the contemporary fashion industry agenda, and it

has never been so important to ensure that these messages are still received. Brands are now having to develop increasingly innovative and creative strategies to be on today's consumer radar.

They must make sure that sustainability is presented in a dynamic and positive way, particularly to those who do not know or care much about this extremely important issue. It is down to the next generation of fashion marketers to ensure that not only is this message heard, but it encourages consumers to hold sustainability as a key determinant in their shopping habits.

## The brief

You are asked to create a new marketing campaign for a sustainable fashion brand of your choice (e.g. People Tree, Patagonia, H&M Conscious Collection) to include:

- A campaign strategy (500 words) – who is the target audience, what are your key messages, how will you deliver them e.g. where will you advertise and in what medium?
- An A4 branding mood board, including a refreshed logo design and colour schemes
- Two A1-sized visual images for an advertising campaign (photography must be your own work)

We are keen to see a unique visual marketing concept that can help your chosen company's development and raise their general brand awareness to a wider audience.

## How to submit your work

1. Write a 500-word campaign strategy (Word document or PDF)
2. Create a branding mood board (A4 size, JPEG or PDF, 300dpi)
3. Create two visual images for an advertising campaign (A1 size, JPEG or PDF, 300dpi)
4. Email your entry to **competition@regents.ac.uk**

Deadline for entry submission is 17:00 GMT on **Friday 28 February 2020.**

## NOTE

PLEASE ENSURE THAT YOUR NAME AND THE NAME OF YOUR SCHOOL OR COLLEGE ARE CLEARLY LABELLED ON YOUR WORK.