

ACTAsia: Design & Communication Collaborative Challenge
TEAM 1

#BEYONDFUR campaign



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Presentation Overview

1. Introduction
2. About the #BEYONDFUR campaign
3. Objectives of the #BEYONDFUR campaign
4. Motivation behind the campaign video
5. Analysis of social media & target audience
6. Campaign symbol
7. Audience feedback on video
8. Concluding comments & suggestions

Introduction & objectives



ACTAsia Organisation core values and mission

Design & Communication CC project objectives

Our objectives



ACTAsia → compassion for animals → kinder & more sustainable future

Aim of this Collaborative Challenge

- To develop a digital marketing campaign & communication strategy for ACTAsia
- To create a unique video proposing alternative ways to a more compassionate & caring fashion future
- To critically analyse how ACTAsia can grow its influence through different social media platforms
- To determine the best platform to reach target audience with ACTAsia messages

→ Show that there are new design alternatives for an ethical & sustainable fashion future

The #BEYONDFUR marketing campaign

In line with ACTAsia values and the marketing goals our team has created the
#BEYONDFUR campaign

The #BEYONDFUR Campaign will:

- *communicate* ACTAsia core values
- *raise awareness* on animal suffering for the demands of the fashion industry
- *promote* fur-free fashion using alternative sustainable materials

Target audience : Gen Z and Millennials in Asia and potentially worldwide

The #BEYONDFUR campaign tools are:

1. Short Video
2. Campaign Symbol

#BEYONDFUR Campaign Video



faux fur coat

Motivation behind video

- Short movie (x total time)
- Short movie references:

Reference 1



Confronting High Street Shoppers with A Shocking Truth: Stacey Dooley Investigates



Confronting High Street Shoppers with A Shocking Truth: Stacey Dooley Investigates

Keyword : intuitive

This short film vividly tells the audience how much water is used to make a garment.

We could show the audience a more intuitive understanding of **how many** animals are hurt to make a garment, and shows the **animals "short life"** (from birth to be arrested) to be captured.

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Reference 2

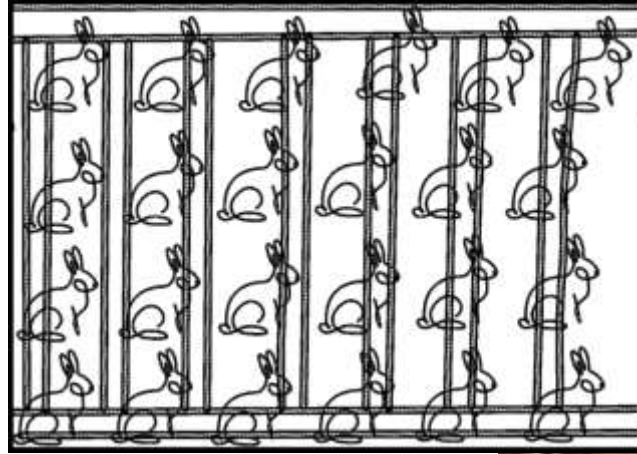
Using data statistics and impactful subtitles

<https://www.youtube.com/watch?v=hThzeRliiJU>



Reference 3

Our team has chosen the rabbit as the main character of the movie story as well as the symbol of the campaign.



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Execution of the campaign

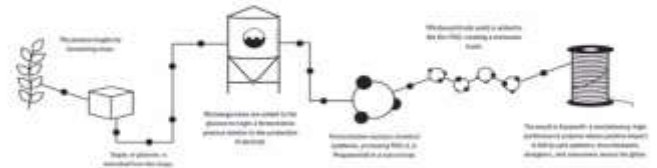
- Movie draft and story telling content:



Instead of popcorn,
Let's make a fur coat !



Instead of animals
We could use



At least
1 BILLION rabbits
are killed each year
for their fur

to create !

Purpose of the drafts and story telling content

- Use relevant data to alert the viewer
- Introduce the theme of animal protection
- Catch the attention of the public audience
- Entertain the public audience in an educational manner
- Show plant-based alternatives
- Highlight the importance of protecting the environment

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Many fashion brands are now
switching to
alternative materials
for producing fur and leather



Related Brand 1-Stella McCartney- What does Stella McCartney use for winter wear in 2015?



Fig.1



Fig.2



Fig.3



Fig.4



Fig.5



Fig.6.



Fig.7



Fig.8



Fig.9

So in the need of leather, fur and other warm clothing in the winter, the ultimate environmental protection brand Stella McCartney launched what kind of design?

Related Brand 2-Shrimps- Fashion perception of retro taste

This young fashion brand, both the girl of the ancient spirit of the strange, but also driven the fashion industry of retro trend.

- 1.Brand characteristics
- 2.Intention of Material Application



Audience analysis

Our targets:

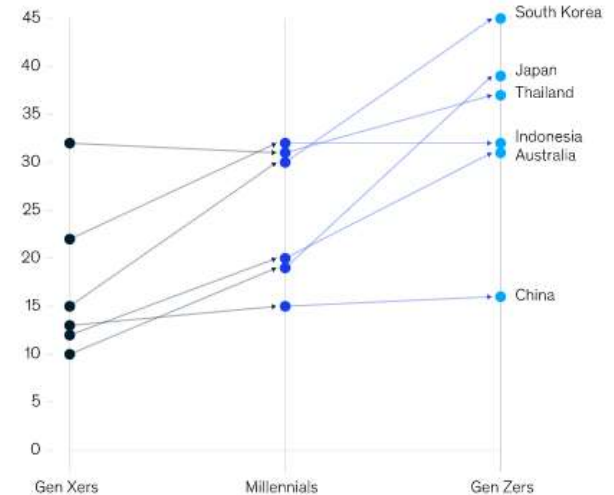
- All millennials and Gen-z (about 10-35) in Asia

Features and characteristic

- Lifestyle choices: tech-dependent
- Occupation: passionate about own value and goals
- Education level: high-educated
- Hobbies: music, reading, tv
- Lifestyle: independent but not isolating
- Attitudes towards sustainable fashion: would love to try with reasonable price

Particularly in Japan and South Korea, many Gen Zers use video for brand- and product-purchase decisions.

Video sources are among top 3 influences for brand and product selection, % of respondents agreeing



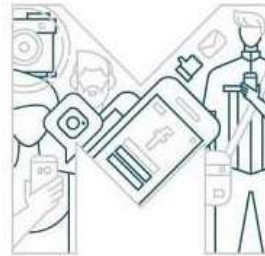
Source: McKinsey Asia-Pacific Generation Z Survey, November 2019, n = 16,000

Audience analysis - conclusion

✓ Tech-dependent

✓ Individual

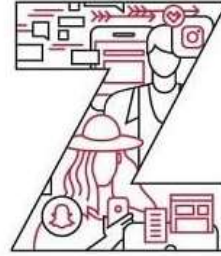
✓ Passionate



MILLENNIALS

Born between about

1980 & 1996



GENERATION Z

Born between about

1997 & 2010s

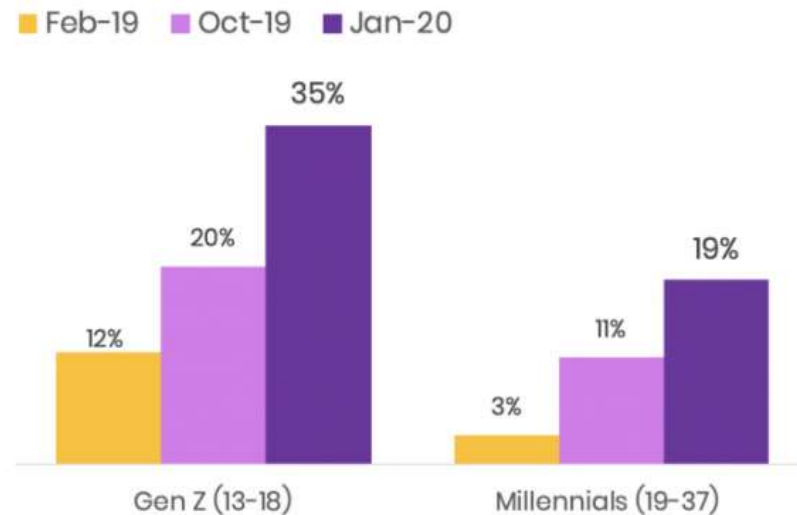
✓ Studious

✓ Rational

✓ Socially responsible

Platform analysis - Tiktok

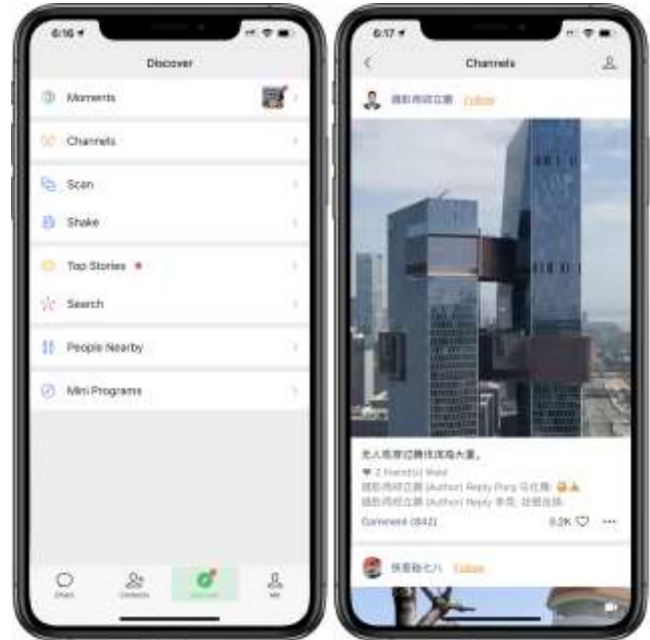
- Accounts number: over 800 millions
- Based in China
- The fastest-growing, most democratised social platform worldwide
- 15 seconds videos with simple operation process
- Create, share and view content
- Eliminate distractions



Source: YPulse Surveys n=1000 ages 13-39 | February 2019 & October 2019 & January 2020

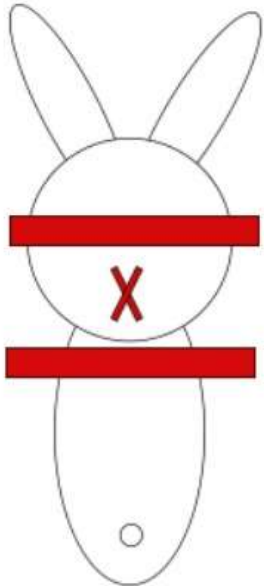
Platform analysis – Wechat Channel

- Accounts number: over 1.1 billions
- Based in China
- Shared on channels + moments + subscriptions
- Suitable for both horizontal and vertical screen
- Maximum 30 minutes
- Focus on life-style, knowledge and news



Conclusion of the audience/platform analysis

- Video content might be the best way to send them the message
- The most effective way to spread our idea is to publish our video both through Wechat channels and Tiktok.



#BEYONDFUR

*The logo of this
campaign*

The meaning of this logo is about “ a rabbit in the cage”.

The red rectangle has two implications:

- ① The parallel lines mean the cage . The rabbits lose their freedom, cannot watch the world and cannot say anything.
- ② The red color means the lives of rabbits are full of blood, which cannot have a normal life.

We hope that we can give animals healthy environments to grow instead of being locked in the cage or killed.

Comments and feedbacks

Zml: The video is meaningful, but the editing is messy. It will be better if improved.

Millennials are already very concerned about the concept of sustainable fashion, which should be popular.

Emily: This is more interesting than most of the videos I have seen that promote the use of real fur. The videos I saw before were full of blood and gore. In fact, some netizens have always pointed out that they are bloody pictures specially set up by non-profit organizations to shoot videos.

These negative videos are uninteresting. I think this video is very educational.

Zheng: I don't think this is a good video. If I don't listen to your explanation, I may not know what this video is saying. I think the editing is problematic.

Comments and feedbacks

May05: I think this video is very attractive at first, but I was a little bit confused at the end. I may only know that corn can also be used as fur in addition to making popcorn. I was attracted, but I don't know what other materials can replace fur in the subsequent video content.

Aaa: I think the video content is very interesting.

Store Manager No. 1: I have also doubted whether artificial fur is really sustainable. After all, artificial fur is not degradable, and it takes 600 years to disappear. It would be great if there are biodegradable materials that can replace real and traditional artificial fur.

Improvement

- Shorten the video or make it separately on different platforms
- Choose a specific area to tell the story deeper
- Shoot the video by ourselves

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Q&A

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THANK YOU!
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