ACT Asia: The design and communication challenge

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INTRODUCING:

ACT Asia: Design and Communication Challenge

Team 4: Hazel, Daizy, Xinnan, Xu and Polina

We are from MA- Womenswear Design, Menswear Design, Costume Design and Fashion Photograph
Aims and Objectives:

- To communicate with Gen Z in a meaningful, playful way and influence their attitudes towards fur-consumption.
- To influence Gen Z’s perspective on using fur rather than temporary tastes, thereby creating a ‘knock-on’ effect for the future.
  - By investigating and analyzing the generation-specific ‘language’ and culture-codes.
  - Finding a new, fun and effective way of communicating anti-fur ideas and aesthetics.
Contrast needs to be present

• Millennials question less their parent’s values than previous generation, that doesn’t mean that they are not “rebellious” as consumers: young people seek novelty, and they are less tied to the past. They are also rebellious, but in their unique way.

• Moreover, Millennials take pride in their culture and identity and stitch up for their cultural heritage.

• By focus on Gen Z and analyzing their consumer behavior and psychology in order to influence perception and decision making.

• We decide to show the contrast in the photography to catch Gen Z’s interest.
Integrating Consumer Behavior, Marketing and Psychology theories

• Why?
  • Because we aim to influence a generation’s perception and attitudes on fur rather than temporary tastes.
• Gen Z: What defines them as a generation of consumers?
  • What factors influence their consumer behavior?
• What’s the best way to communicate to Gen Z in a meaningful and effective way?
Gen Z character

- Rebelious’ nature
- Need for self-expression and identity
- Short attention spans
- The need to be unique and have a clear identity.
- They rise above gender, race, class definitions etc.
- They are civic-minded (Like to feel part of something larger like a community and enjoy working with other people)
- More likely to be influenced by peers and ‘influencers’ rather than traditional advertising
- They are more ethically aware- hold brands and organizations to a high ethical standard.
- A generation without boarders: Gen Z are more connected internationally than even
- They value experiences over objects. (need an immersive experience)
WHY Photograph & Why make fun

- Advertising can take advantage of the spirit of volunteerism typically found in Millennials: campaigns can be built upon the urge that young people manifest in making direct and meaningful connections with the surrounding community.

- Millennials are much more prone to be influenced by peer-to-peer networks than by “push advertising”: this generation has grown immersed in advertisements and use their nearer social references as a guide on what products are really important to them.

- It is important to bring people together: people of this generation have a growing sense that they can spark change, and the power is shifting rapidly from big companies to consumers, “armed” with the new communication technologies.
• "Gen Z wants to be reached in a focused, in-depth, and uniquely insightful way, rather than using popular, labelled advertising."

• Young people must be treated with respect: they appreciate smart and unusual marketing campaigns. They have to see a true benefit of purchasing the product before spending their money.

Every detail needs to be accurate
Playful vibe—lazy economy & Otaku culture

• Generation Z is the main group in the “lazy economy”
• Generation Z is also keen to pursue “indoor culture”. They are happy to play mobile games, watch animation, browse video websites at home.
• In 2019, Otaku users reached 390 million in China, which means that the Otaku culture has basically completed the full coverage of Generation Z.

Humour tends to work. It’s a hard job to make a good funny line, but if it works, it can be a very strong catalyser on a marketing campaign. It’s very important, though, that the brand also gets remembered and not just the funny line.
The reason of Older generation’s enthusiasm to fur

• China’s rapid economic development and increasingly capitalist economy)

• Because they struggle free by themselves from the poorness, so they are desire to the fur which is the symbol of wealthy.

• 90’s Western culture due to a rise in western-centric brainwashing and ideas during that time

We Decide to use Hollywood style as references
GenZ may have a shorter attention span than a goldfish, but they are conscientious and civic-minded.

1. Approximately 75% of Gen Z use smartphones most often instead of computers or other devices.

2. More than 74% of Gen Z said they spend their free time online.

3. Approximately 71% of Gen Z teenagers use mobile devices to watch videos, while 51% use mobile devices for social media surfing.

1. Gen Z have more real attitudes towards advertising. In this sense, they are more discriminatory than other generations.

2. They are also more open to new forms of content (such as native ads and sponsored shots or filters). These interesting, creative, and more subtle marketing methods seem to be more appreciated than other forms of marketing.

3. More social
WeChat: Not Just the Chinese Facebook
Sina Weibo: Twitter of China
Tencent QQ: Popular Instant Messaging App
Tencent Video: The King of Online Video in China
Xiao Hong Shu (Little Red Book): Where Community Meets Cross-Border E-Commerce
Douban: Lifestyle Discussion Platform
Zhihu: The Quora of China
Meituan – Dianping: The Chinese Versions of Yelp
Toutiao: The Hottest News & Information & Entertainment Platform
DouYin (TikTok): The Short-video App Taking the World By Storm
User Statistics:
Monthly Active Users: 1.202.5 Billion (Q1 2020)
Average Daily Active Users: 619.6 million (Sep 2018)
DAU of WeChat Mini-Programs: 400 million (Q1 2020)
WeChat Penetration Rate Among 16-64 Year Olds In China: 78% (Oct 2018)

1. It contains ten million third-party apps called WeChat mini-programs.

2. WeChat allows for one-to-one personalized interaction between brands and users. This allows brands to communicate directly with their followers through the messaging functions on their account.

3. If paid advertising isn’t your thing, you can also look into KOL Marketing & live streaming which both have been proved incredibly popular in 2020
Official Accounts.
Photography strategies of expressing
Gen Z & the elder generation
Mood board for both gen Z and the elder
Conclusion and perspectives
Installation, accessory

Through vision, Show the ugly side of fur.

Garment

RED NOSE
OLD-GEN

[Object (Breakfast in Fur)] (1936)
Méret Oppenheim

Fur Gloves With Wooden Fingers (1939)
Méret Oppenheim
GEN-Z

Fun, digitization

Colourful

Fur free

Youth Quake

See Gen Z shake up the Fashion Industry with their fresh and individual approach towards fashion. Youth Quake is all about self-expression. It’s all about styling, beauty, and style as ever before.
Symbols of fur-free/environmentally-friendly/culture/identity/community
Symbols of formality/old gen/celebrity/fancy/cheesy/fading past
styling

Vintage shopping
Inspired by 90s Hollywood
Style with bad taste fur jacket
Accessory.

• Bad taste
• 90’s Hollywood
• Cheap and low quality
Makeup
inspired by The Real Housewives of Beverly Hills
plastic surgery
cheesy and bad taste
drag queen makeup as references
Story board ideas
Fun, playful, ironic
Together in a same frame:

- Could be an Asian
- Dressed up in an old-gen style (garments/scarves/gloves/)
- Female

- Represented as elements/symbols (i.e. sneakers/colorful or funny clothes/trousers/)
- Objects/elements could be edited as high-saturation level

- The garments of old-gen should be chosen as simple, clean design and well-finishing, as it’s suitable for post-processing and theme representation
- Gen-Z: colors & symbols mainly

- Represented by model
- Could be processed as high saturation in Photoshop, as a simulation to analogue photographs, represent the notion of “elder generation”
1. Build a scene: story telling
   two generation in same scene
2. Sarcasm

opera of the absurd