



The 'Blossoming in Britain' campaign

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Strategy Concept Statement

'Blossoming in Britain'

#plantpower

Flora Obscura is a young, creative brand which needs help with establishing its brand identity in order to communicate this to existing and potential customers. The 'Blossoming in Britain' campaign and objectives will respond to the current weaknesses and challenges which the brand is facing. The campaign will be communicated to consumers by the hash-tag #plantpower.

The overall primary campaign objective is:

To make the brand and products recognisable to a UK-based consumer, allowing them to buy into and learn about ethical production in clothing brands.

From this objective stem three secondary objectives:

To promote sustainable practices and educate consumers on environmental health within the fashion industry

To create a community for creative brands and consumers

To communicate the brand values through every stage of the strategy

The overall brand message that will be communicated is educating consumers on ethical practices, without compromising on the playful and experimental personality traits of the brand.

The choice of channels to communicate the campaign consider both the benefit to the consumer, considering what channels they engage with most, and the benefit to the brand, in order for it to achieve its objectives and maximise the result. These include workshop events, social media and website content development, digital and physical advertising, podcasts, features on other platforms and creating a community through the website blog. The whole campaign will be communicated under the new re-branded collateral of Flora Obscura, which includes the new logo, colour scheme and packaging, contributing to its new and fresh identity.

The campaign is targeted at consumers who appreciate environmental sustainability and quality of clothes, without compromising on style. They have a creative outlook on life and appreciate hand-made goods, which is translated through their bold fashion choices and self-expression. A typical consumer or someone who engages with the brand will practise an art niche and therefore utilises more visual social media platforms in order to promote their crafts, whilst also finding inspiration.



Situation

Analysing the current situation of Flora Obscura in order to identify future opportunities

Flora Obscura is currently based in Brooklyn, New York and specialises in using ancient techniques to produce flower-pressed clothing, with a particular focus on kimonos. The SWOT analysis (see appendix 1) shows that Flora Obscura has a strong USP and brand values, however this is not communicated to customers. These internal strengths will need to be used in order to combat threats and weaknesses and to utilise potential opportunities.

Flora Obscura's brand personality and identity is explored in appendix 2. The 'Blossoming in Britain' campaign strategy through its communication mix aims to reflect the brand's personality and core values, presenting the brand in action. Currently, this is mainly product based on social media and the core values and personality are not explored on a deep level. The proposed strategy will aim to incorporate the brand's core values and personality more, in order to create a clearer brand identity and resonate with the target audience, overall leading to a more successful brand equity (see appendix 5).

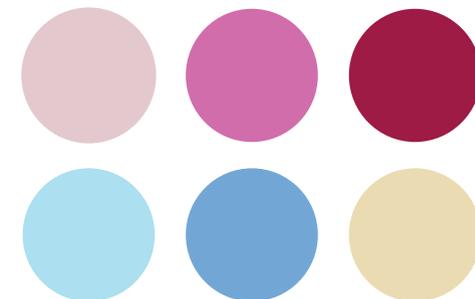
The current customer journey can also be identified (see appendix 3). The small number of brand touch points shown limits the amount of customer engagement and business opportunity. The 'Blossoming in Britain' campaign will utilise a much wider communication mix in order to achieve its main objective of "making the brand and products recognisable to a UK-based consumer, allowing them to buy into and learn about ethical production in clothing brands".

The brand mood board, brand values and customer visualisation are explored in the following pages.



(Flora Obscura, 2019)

Brand Mood Board



Environmental Sustainability, Ancient Techniques, Individual and one of a kind clothing

Brand Values

Brooklyn-based Flora Obscura begun in 2017, creating clothing which is dyed from pressed plant matter, creating nature- infused, unique garments.

Environmental sustainability

Flora Obscura aims to ensure sustainability is fed through into every stage of the production line, by using non- toxic silk, collecting dye materials in a sustainable and organic way and by creating minimal waste.

The use of ancient techniques

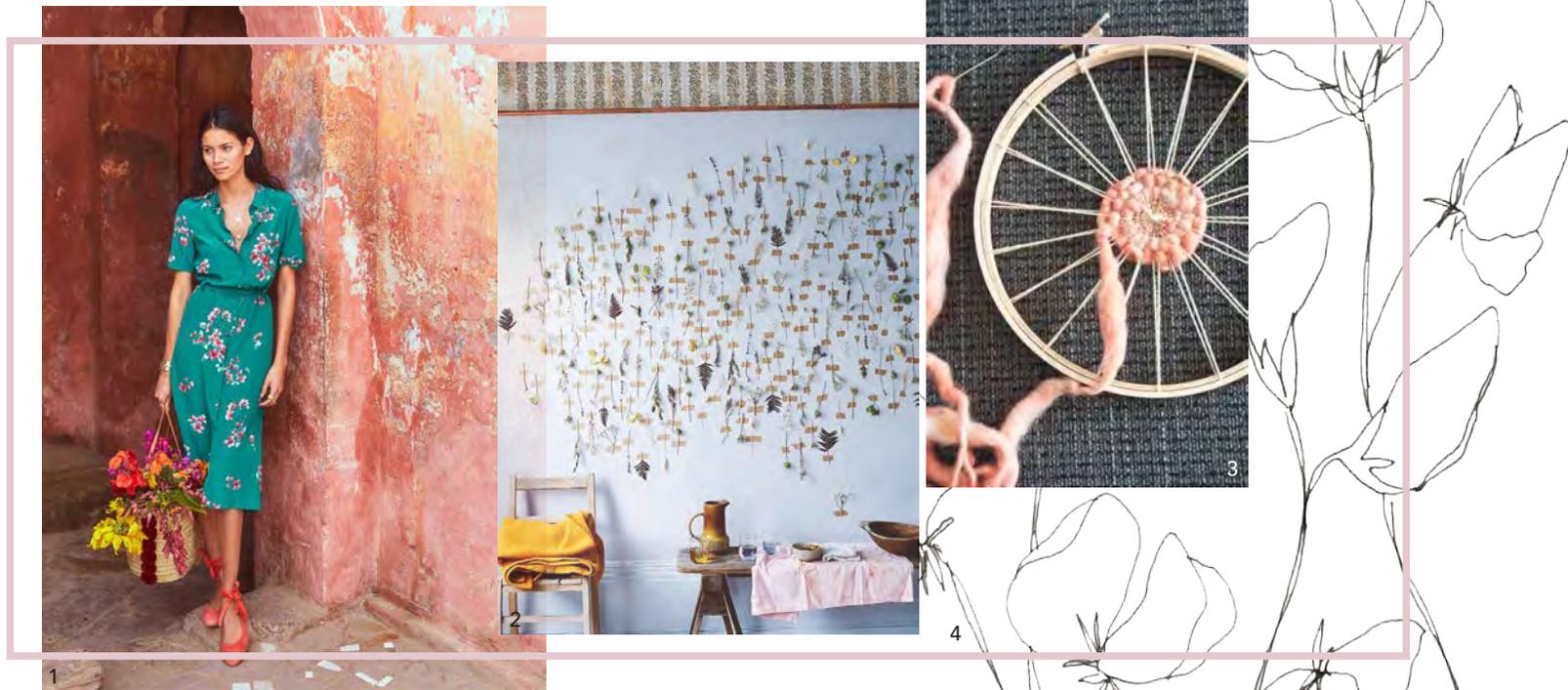
The use of ancient techniques is core to what Flora Obscura do, to create quality made pieces using nature's very best colours.

To create individual and one of a kind clothing

The dyeing process means that each piece of clothing is unique, making it personal to the consumer.

These brand values will be translated online through a more colloquial tone, in keeping with the brands identity (see page 31)

Customer Visualisation



1 © Lee, 2018. 2 © Perers, 2019. 3 © The Weaving Loom, 2016. 4 © Sanders, 2017.

'The Concious Creatives'

The Flora Obscura consumer has **environmental sustainability** at the forefront of everything they do. They try not to get caught up in 'fast fashion' and instead prefer to spend a little more money on something that guarantees **quality** and has a **story** to tell. One can assume from research that the audience age range is broad, between 25 and 50, often falling within the Millennial generation, however with a common view towards the environment. The typical consumer tends to practise an **art niche**, often inspired by **nature** and uses **ethical production** techniques. Living in a **suburban** area allows them to make a living from their work in the city, whilst also allowing them to appreciate the rural landscape. They have

a **creative** outlook on life and appreciate **hand-made** goods which they purchase both online and in retail stores, which is translated through their bold fashion choices and **self-expression**. Relaxing or Indie music would be their choice of music, however, they like to try out and **experiment**.

Flora Obscura consumers have personality traits resonating with those of **Innovators** and **Makers** in the UK VALS Segmentation Framework. They are described as **self-directed**, have **confidence** to experiment and have **strong outdoor interests** (Strategic Business Insights, 2015). The consumers fall into the categories of Innovators and Early

Adopters in Rogers' Diffusion of Innovation; they are trend aware (see appendix 4). In terms of digital mapping, consumers utilize more creative and **visual** social media platforms, such as Instagram and Pinterest, allowing them to promote their crafts whilst also finding inspiration for their fashion and their own work. This is also the reason why they are **loyal** readers of niche magazines and blogs. Engaging with something **personal** is extremely important to them, which they fulfil by attending events and experiences where they can get involved with something that they are passionate about.



Objectives

Primary and Secondary Objectives

Primary Objective:

To make the brand and products recognisable to a UK-based consumer, allowing them to buy into and learn about ethical production in clothing brands.

Secondary Objectives:

To promote sustainable practices and educate consumers on environmental health within the fashion industry

To create a community for creative brands and consumers

To communicate the brand values through every stage of the strategy

The 'Blossoming in Britain' campaign will aid Flora Obscura to launch in the UK. This concept and campaign title suits the brand as it allows it to expand and grow into new markets, increasing the brand recognition whilst also promoting sustainable practices.

The campaign will achieve the above objectives through a variety of communication channels selected specifically to suit the target consumer, which is outlined on page 11.

These objectives have been identified by analysing the current situation of the brand, which is explored through a SWOT analysis (see appendix 1) and will aim to achieve the steps of Keller's Brand Equity Model (see appendix 5).



Strategy

Communication Channels and Touchpoints

Exploring the link between the communication channels and the target consumers.

Social Media:
Instagram,
Facebook
and Pinterest

These chosen social media platforms are particularly focused on **visuals** and therefore a typical consumer would use them to promote their crafts whilst also finding **inspiration** for their fashion and their own work.

Feature in the
Sustainable
Fashion Journal

The target consumers are **loyal** readers of niche magazines and blogs. This feature bridges the gap between sustainability and fashion, two major interests of the target consumer.

Website

The Flora Obscura website will contain lots of **visual** materials and a blog which will engage consumers and **educate** them on **ethical production**.

Feature in the
Lone Design
Club Blog

The target consumers are **loyal** readers of niche magazines and blogs and have strong interests in **sustainability**.

Podcasts

The podcasts will focus on **environmental sustainability** and **ethical production** and how this is very much intertwined in the Flora Obscura brand ethos.

Stock sold by
Liberty London

Consumers tend to spend money on good **quality** clothes and are therefore likely to shop at Liberty. Liberty also stock clothes from a range of **niche** designers with **unique** products, and is somewhere that Flora Obscura would fit in.

Event Pop Up
(publicity and
includes sales
promotion)

The event pop up will allow consumers to engage in a **personal** experience, allowing them to be **creative** and **experimental**.

Stock sold by
the Lone Design
Club

The Lone Design Club supports **sustainable, unique** brands, something that the target consumer is interested in.

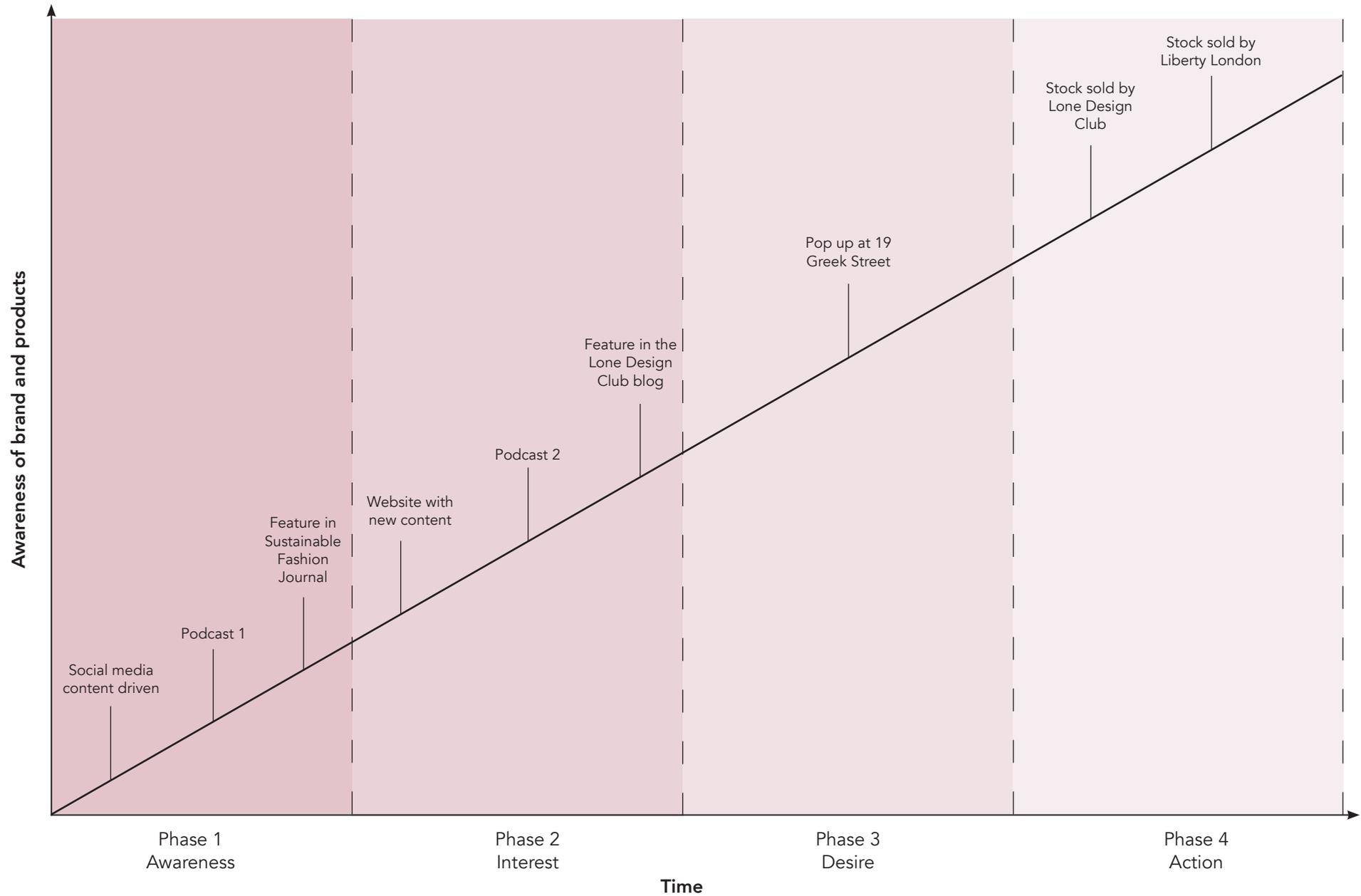
Communication Strategy Matrix for the 'Blossoming in Britain' campaign

Target audience	Press	Trade buyers	Target consumer
Communication mix/ channels	<ul style="list-style-type: none"> - Event for press and selected influencers. Workshop at a 19 Greek street. This will happen on the first day of the Chelsea Flower Show and will be open to the public for the rest of the week. Social media and digital advertising/ engagement 	<ul style="list-style-type: none"> - Personal selling event at 19 Greek Street to stockists, including a sales promotion if order placed on the day 	<ul style="list-style-type: none"> - Event workshop at 19 Greek Street - Podcasts educating about sustainability in the fashion industry for small businesses and the dyeing practices and processes used in the brand - Blog section of website - Website and social media content developments for a better purchasing experience and insight into the brand. - Feature in Sustainable Fashion Journal online - Feature in the Lone Design Club Blog
Key message/ secondary objectives utilised	<ul style="list-style-type: none"> - To promote sustainable practices and raise awareness of environmental health within the fashion industry - To communicate the brand values through every stage of the strategy 	<ul style="list-style-type: none"> - To create a community for creative brands and consumers - To communicate the brand values through every stage of the strategy 	<ul style="list-style-type: none"> - To promote sustainable practices and raise awareness of environmental health within the fashion industry - To create a community for creative brands and consumers - To communicate the brand values through every stage of the strategy
Information required	<ul style="list-style-type: none"> - Press release - Campaign materials - images and look books - Event date at 19 Greek Street 	<ul style="list-style-type: none"> - Campaign materials - images and look books - Stand materials communicating brand values 	<ul style="list-style-type: none"> - Dates of event - Where, when and how to purchase products
Brand collateral utilized	<ul style="list-style-type: none"> - Invites - Look book - Take away personal thank you note 	<ul style="list-style-type: none"> - Invites - Look books - Packaging samples 	<ul style="list-style-type: none"> - Blog section on website and newsletter - Packaging - swing tags, boxes, personal thank you notes, tote bag for event - Digital promotion of 19 Greek Street experience in conjunction with Chelsea Flower Show - Article in the Sustainable Fashion Journal
Call to action	<ul style="list-style-type: none"> - Raising brand awareness 	<ul style="list-style-type: none"> - Stocking products - Contributing towards sustainable fashion 	<ul style="list-style-type: none"> - Engagement and interaction - Feeling part of a community - Buying products
Benefit created	<ul style="list-style-type: none"> - UK based consumers are familiar to brand, products and sustainable practices 	<ul style="list-style-type: none"> - Products are distributed to a community of stockists and brand loyalty is created - sales. - Further promotion of sustainability within the fashion industry 	<ul style="list-style-type: none"> - Familiar with brand and products - Feel like they are part of a community - Have gained education on sustainable practices and ancient techniques.



Tactics

'Blossoming in Britain' Campaign Timeline



Purpose of the event - To promote the secondary objectives of the campaign:

To promote sustainable practices and educate consumers on environmental health within the fashion industry

To create a community for creative brands and consumers

To communicate the brand values through every stage of the strategy

Where?	19 Greek Street, Soho. This venue is appropriate for this event as describes itself as a space that promotes sustainability and innovation.
When?	The workshops will take place between Tuesday 21 May - Saturday 25 May, purposely falling into the week of the Chelsea Flower Show.
What?	The event will have a workshop area as well as retail space where current products will be displayed. This gives both consumers and buyers a chance to purchase and look at the range of products. The event will have a personal and individual approach in order to satisfy the target consumers.
Who will attend?	<p>Press, buyers and influencers will begin the week on the Tuesday and then it will be open to the public until the Saturday. Buyers will include those from Liberty and the Lone Design Club, with the aim to stock in their stores and online. They will receive a sales promotion if they order on the day.</p> <p>Influencers invited includes: @jen.brownlie, @indiebride.london, @bukanova and @thewoodlandwife, all of which share the same views towards nature and sustainability, without compromising on visual aesthetics or style (explored further on page 18). The event will be sold to the press, buyers and consumers by promoting the brand values, which contribute towards the USP of the brand.</p>
Take aways from the event	To feel part of a community, to feel educated about sustainable fashion, having the opportunity to buy into a small craft business and to learn about ancient techniques. In terms of something tangible to take away, hair scarfs which visitors would of learnt to dye can be taken away.
Promotion	<p>Digital: Instagram (posts before, during and after, live stories and stories) Facebook event, Website.</p> <p>Physical: Posters outside venue and flyers, Instagram story of event details, Instagram and Facebook posts.</p>

Event Visualisation - Mood Board and Event Timeline



1 © Flora Obscura, 2019. 2 © 19 Greek Street, 2019. 3 © Vejar, 2016. 4 © Kim, 2018. 5 © Flora Obscura Instagram, 2019.

Invitations and Lookbook sent out to Press, Buyers and Influencers

Social media promotion

Event posters and flyers around Soho

Day 1: For Press, Buyers and Influencers

Day 2: Open to the public

Day 3: Open to the public

Day 4: Open to the public

Day 5: Open to the public

Influencers

Influencers will be used to promote the 'Blossoming in Britain' campaign to potential consumers. The influencers fall into the categories of nano, micro and mid level types (Business of Fashion, 2019), with the majority being nano influencers to keep the brand more personal in its early stages and involve a more storytelling approach.

The influencers selected reflect the target consumers, with sustainability and nature at the forefront of everything they do. Their specialisms include arts and crafts, handmade goods and fashion; all of which resonate with the target consumer.

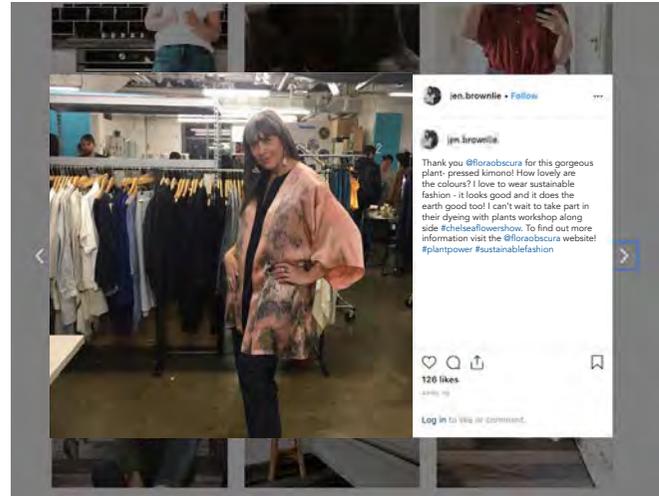
Packages with Flora Obscura products will be sent to them for them to promote, such as simply in a fashion shoot or how the brand has inspired their work.

The influencers which are more environmental-based, through content marketing, will help to achieve the secondary objective of:

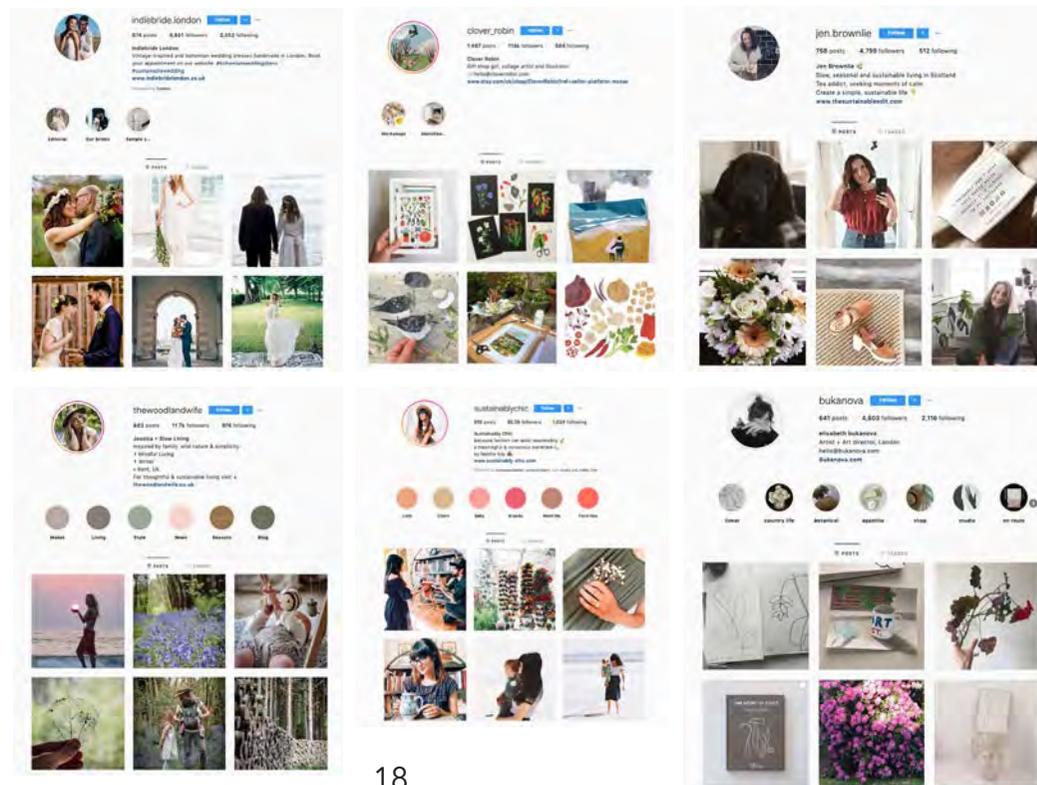
Promoting sustainable practices and educating consumers on environmental health within the fashion industry.

Example ways of promotion could be them talking about the brand values on their Instagram stories, posting the packaging and attending the event pop-up; and all using #plantpower to create brand awareness. Not only will this achieve this secondary objective but will also help to raise awareness of the brand and products.

Example rendered post for @jen.brownlie



"Thank you @floraobscura for this gorgeous plant-pressed kimono! How lovely are the colours? I love to wear sustainable fashion - it looks good and it does the earth good too! I can't wait to take part in their dyeing with plants workshop along side #chelseafloreshow. To find out more information visit the @floraobscura website! #plantpower #sustainablefashion"



@indiebride.london
@clover_robin
@jen.brownlie
@thewoodlandwife
@sustainablychic
@bukanova

All influencers are UK-based



Action

Communication and promotion materials

The old brand collateral for Flora Obscura

Logo

FLORA OBSCURA

Swing tickets



(Flora Obscura Instagram, 2019)

The new brand collateral for Flora Obscura

Logo and colour scheme



Business cards



(Adapted from Graphic Burger, 2019)

Clothes label



(Adapted from Graphic Burger, 2019)

Swing tickets

The swing tickets will have a small wallet of dried flowers attached, to give a personal touch



How the clothes would be presented



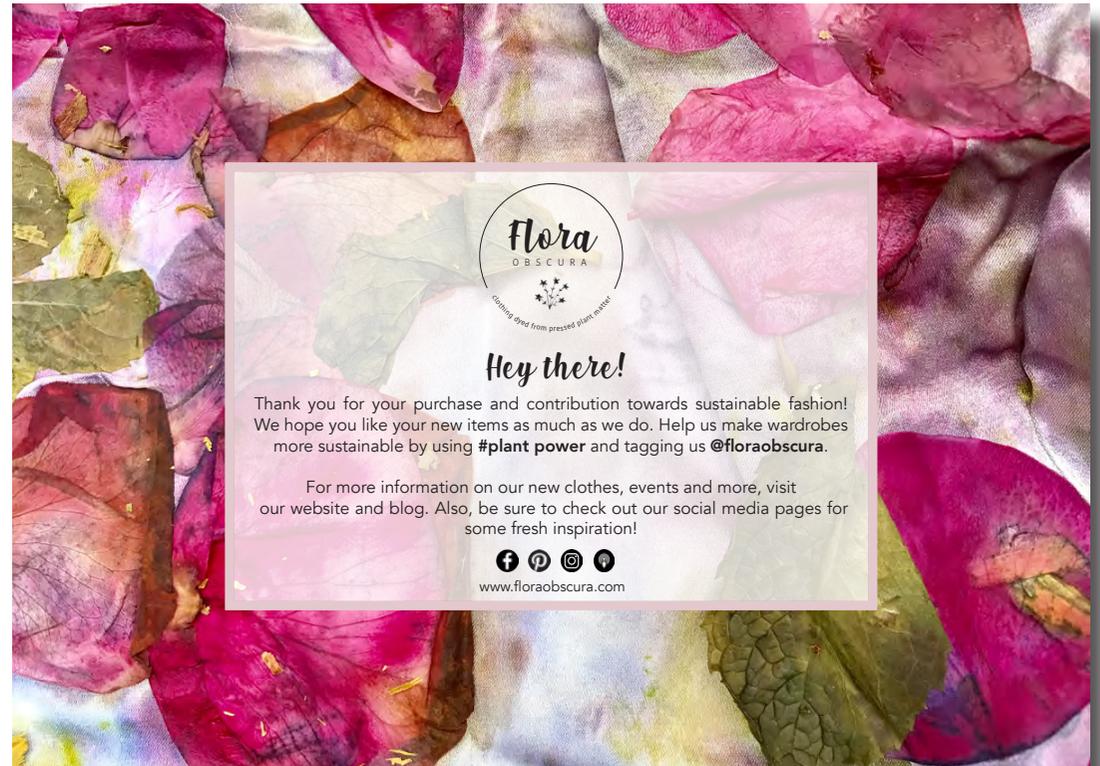
(Adapted from Flora Obscura, 2019)

The new packaging for Flora Obscura



(Adapted from Graphic Burger, 2019)

The new packaging for Flora Obscura is designed with the new logo and colour scheme. Each package will include a thank you note to add a personal touch.

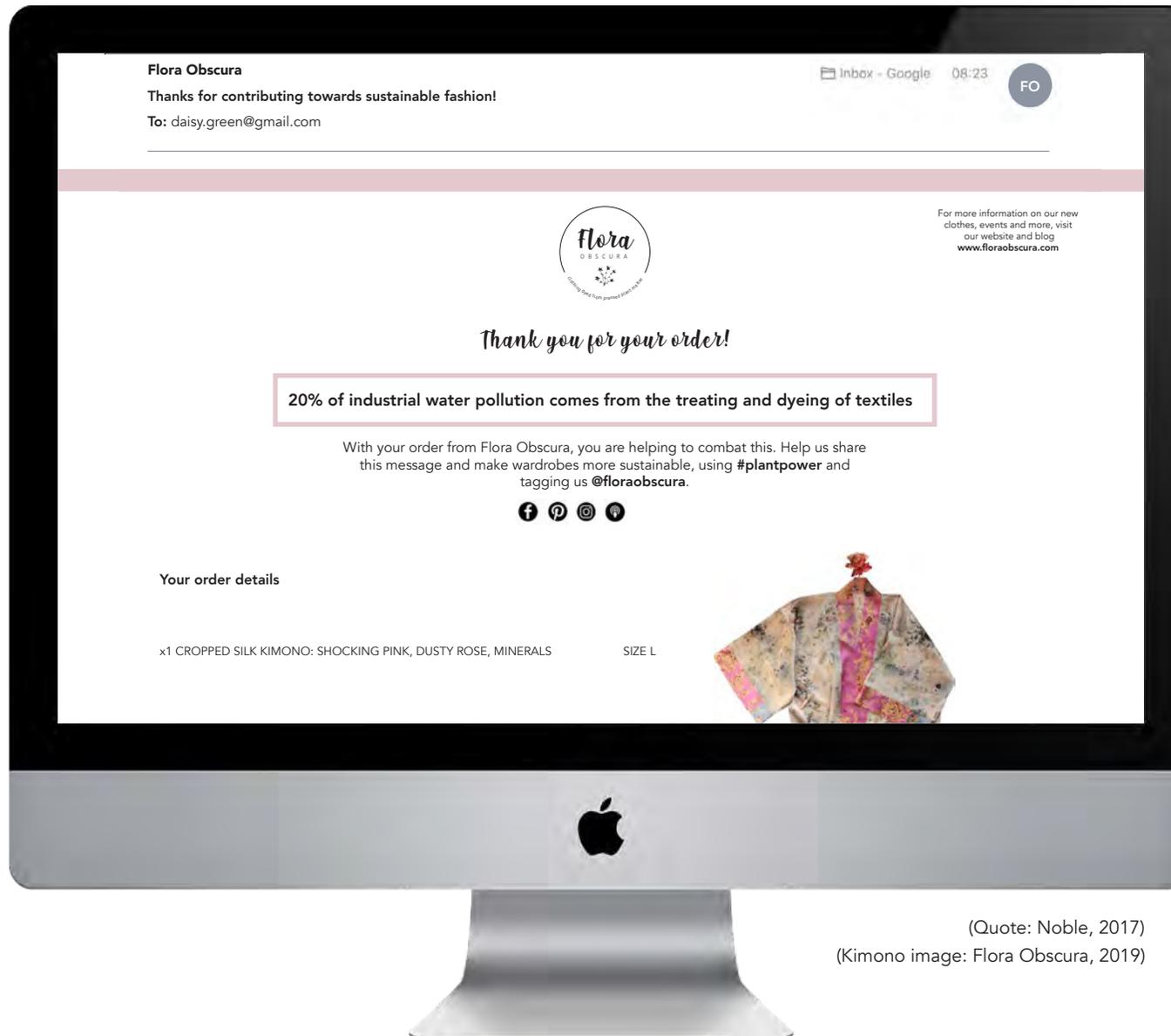


(Floral image from Flora Obscura, 2019)

A colloquial tone of voice is used to help reflect the brand personality (explored more in appendix 2)

Customer Care

An order receipt email to be sent after each purchase. This includes the quote “20% of industrial water pollution comes from the treating and dyeing of textiles”, helping to achieve the secondary objective of “To promote sustainable practices and educate consumers on environmental health within the fashion industry”. Links to Flora Obscura’s social media pages are also included to help drive online traffic.



(Quote: Noble, 2017)
(Kimono image: Flora Obscura, 2019)

Social Media

Renders showing the adapted social media platforms and their home pages under the new branding of Flora Obscura

Strategy timeline with associated materials:

Social media content driven

Podcast 1

Feature in Sustainable Fashion Journal

Website with new content

Podcast 2

Feature in the Lone Design Club blog

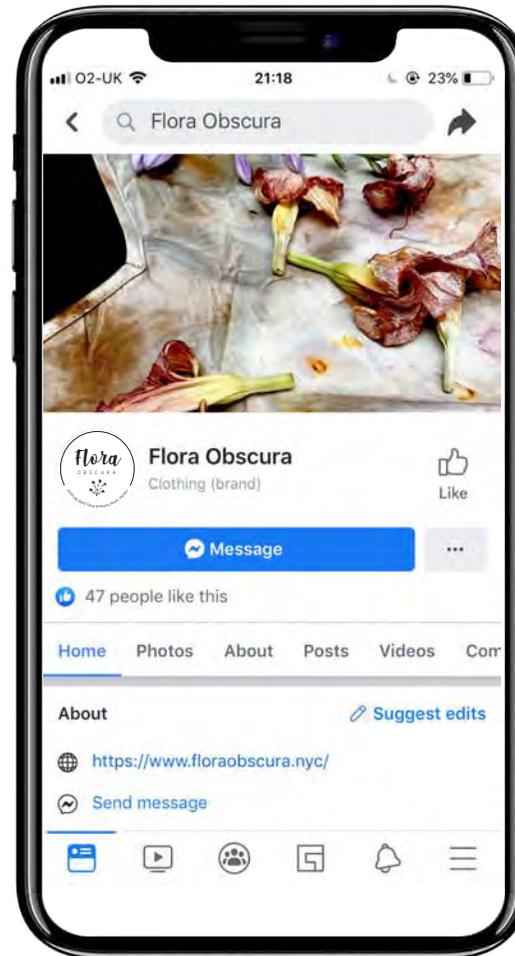
Pop up at 19 Greek Street

Stock sold by Lone Design Club

Stock sold by Liberty London



Instagram



Facebook



Pinterest

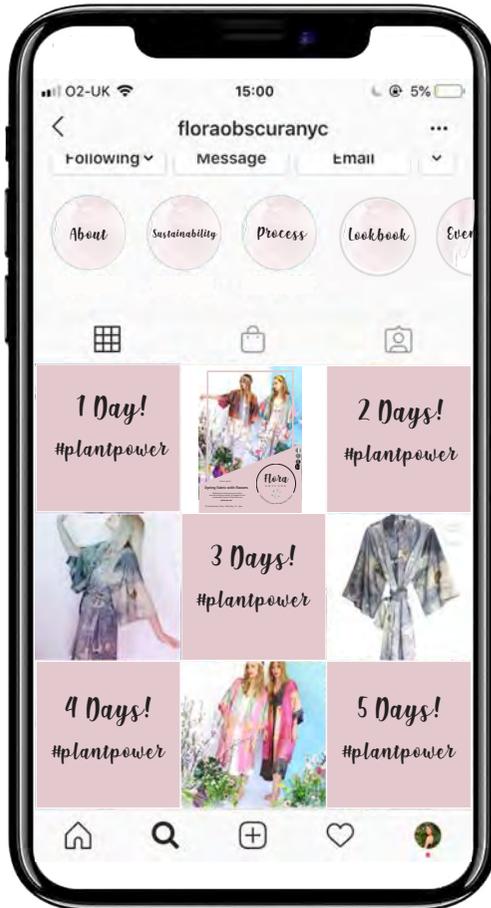
Social media content driven

- Podcast 1
- Feature in Sustainable Fashion Journal
- Website with new content
- Podcast 2
- Feature in the Lone Design Club blog
- Pop up at 19 Greek Street
- Stock sold by Lone Design Club
- Stock sold by Liberty London

Social Media

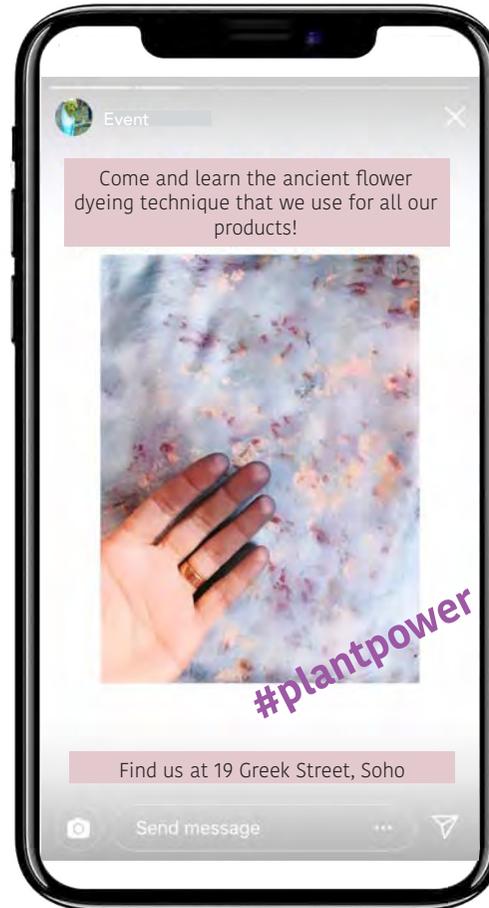
Renders showing the promotion of the Pop up event on Instagram

Before



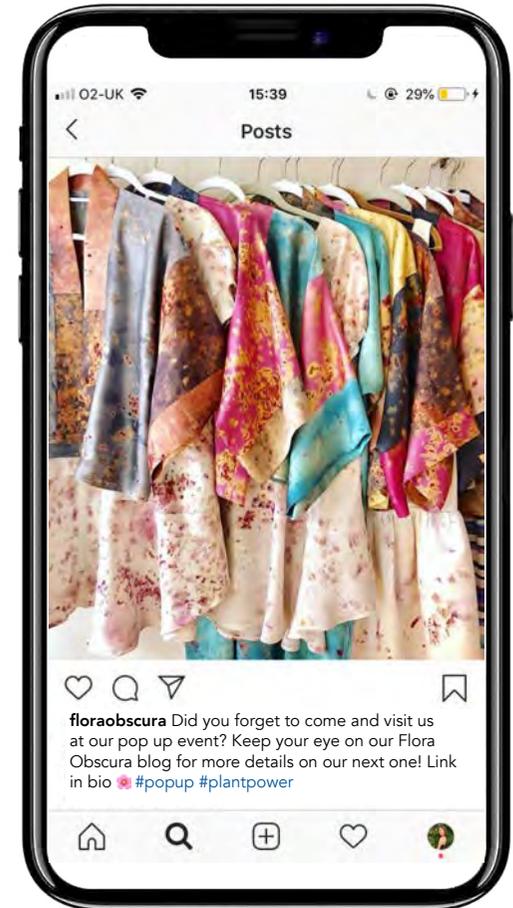
Before the event, there will be a count down on Instagram as well as using the promotional poster to create excitement around the event.

During



During the event, Instagram stories will help give an inside view into the workshops and encourage people to get involved.

After



After the event, more images will be posted from the workshops and encourage people to head to the Flora Obscura blog where they can find out more information on future events.

The promotion of the event on Instagram achieves all the secondary objectives as well as the main objective, of making the brand and products recognisable to a UK- based consumer, allowing them to buy into and learn about ethical production in clothing brands.

Social Media

Render showing the promotion of the Pop up event on Facebook

Social media content driven

Podcast 1

Feature in Sustainable Fashion Journal

Website with new content

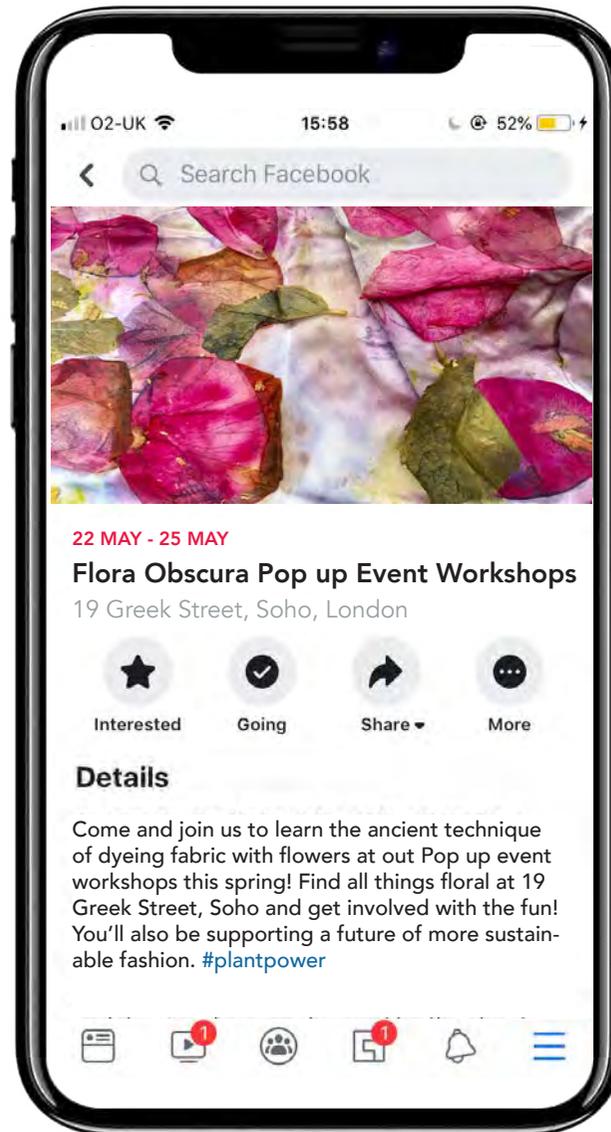
Podcast 2

Feature in the Lone Design Club blog

Pop up at 19 Greek Street

Stock sold by Lone Design Club

Stock sold by Liberty London



Flora Obscura will create a Facebook event to promote the Pop up. This will not only encourage people to attend the workshops and therefore raising brand and product awareness but will also help to achieve the secondary objective of:

'To create a community for creative brands and consumers'

Social Media

Examples of Content Creation for Instagram, Facebook and Pinterest

Social media content driven



(Communal Coffee, 2018)

"What every Sunday morning should look like"



(Siemens, 2015)

"Look around, there's inspiration everywhere..."



(Peters, 2019)

"Who knew dried flowers could look so pretty?"

Extending the life of clothing by a further 9 months would reduce carbon, waste and water footprints by around 20-30% each

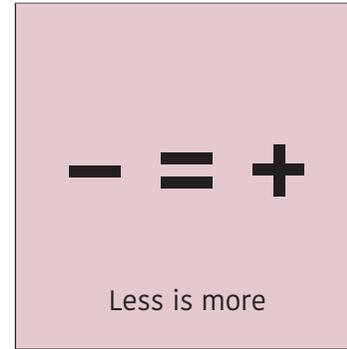
(Wrap, 2017)

"Clothes can be worn more than once. Invest in Flora Obscura's sustainable clothes and help us combat the wasteful fashion industry"



(Mieczan, 2015)

"Small things like using a reusable bag can help save the environment. They can look fashionable, too!"



"Don't get caught up in all things 'Fast Fashion'. Our sustainable clothes tell a story and will stay with you for a lifetime".

The key message of all the content should reflect the customer's needs and wants and therefore match the customer profile, creating an emotional relationship between the customer and Flora Obscura. Nature, hand made goods and environmental sustainability should be a significant part of the content, reflecting the brand's values. All content marking must also adhere to the Flora Obscura's 5 C's: Creative, Consistent, Credible, Considered and Concious.

Social media content driven

Podcast 1

Feature in Sustainable Fashion Journal

Website with new content

Podcast 2

Feature in the Lone Design Club blog

Pop up at 19 Greek Street

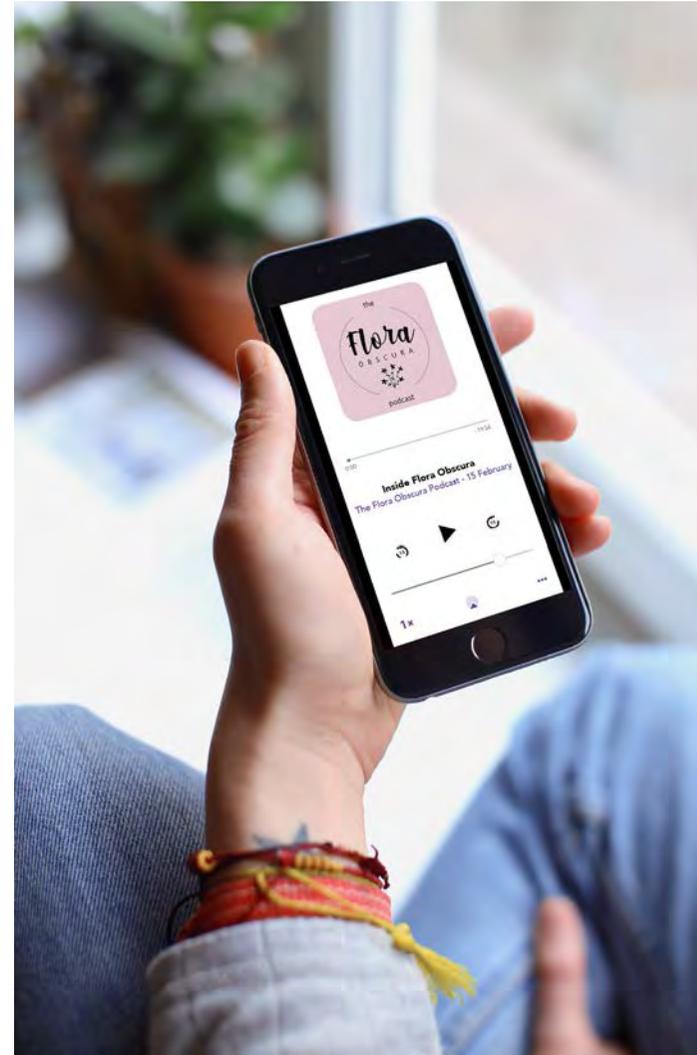
Stock sold by Lone Design Club

Stock sold by Liberty London



Renders of the proposed Flora Obscura podcast series

Podcast 1



(Adapted from Graphic Burger, 2019)

1st release podcast: Inside Flora Obscura. This podcast will give people an insight into how a sustainable fashion brand such as Flora Obscura is run.

This helps to achieve the secondary objectives of:

“To promote sustainable practices and educate consumers on environmental health within the fashion industry” and “To create a community for creative brands and consumers”

Feature in Sustainable Fashion Journal

Render of a proposed feature in Sustainable Fashion Journal

Social media content driven

Podcast 1

Feature in Sustainable Fashion Journal

Website with new content

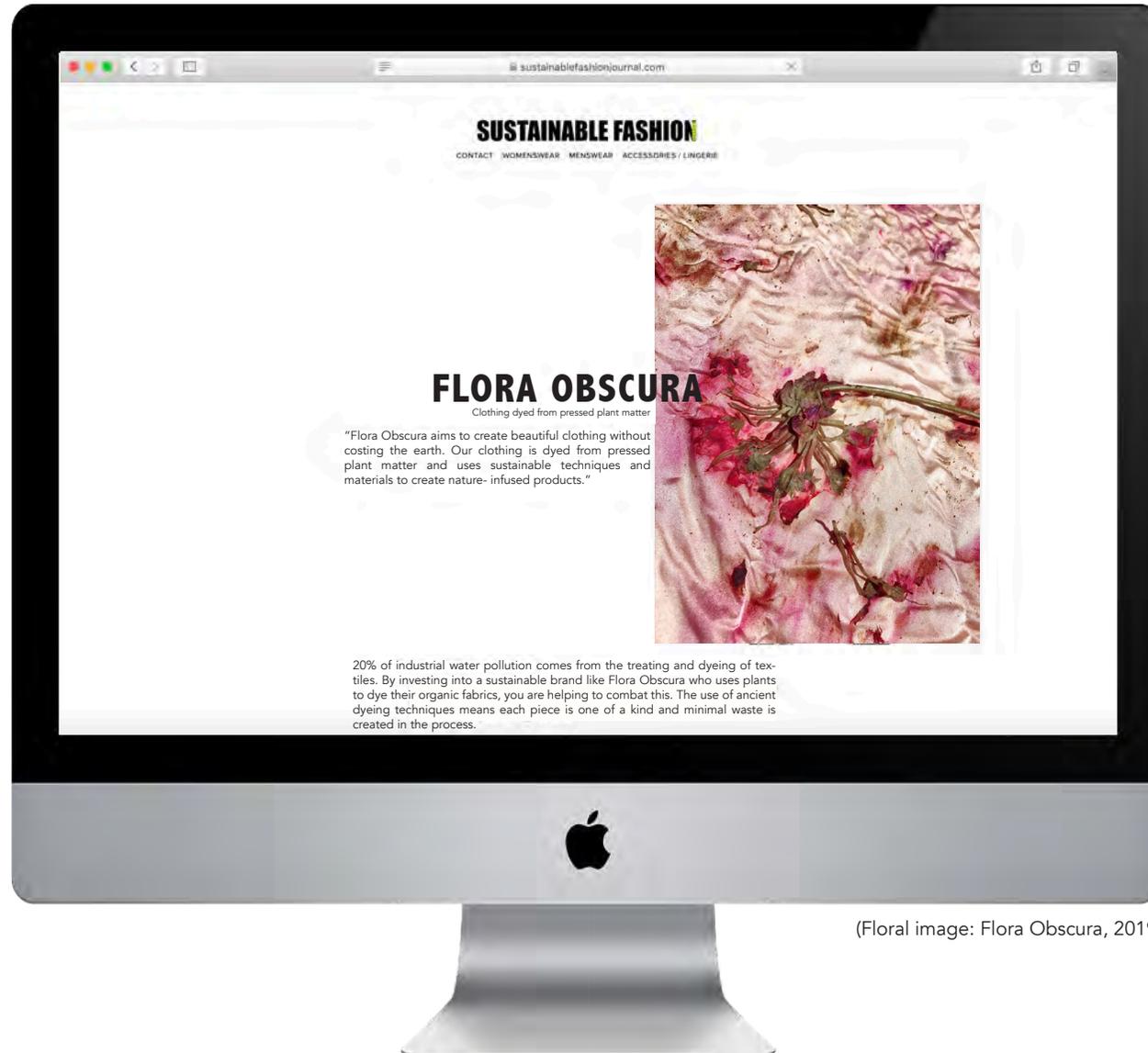
Podcast 2

Feature in the Lone Design Club blog

Pop up at 19 Greek Street

Stock sold by Lone Design Club

Stock sold by Liberty London



(Floral image: Flora Obscura, 2019)

The Sustainable Fashion Journal “provides a regular insight into the work of fashion’s most forward thinking creatives” (Sustainable Fashion Journal, 2018).

This feature will help to raise brand awareness as well as the threat of the fashion industry to the environment.

Website Development

Social media content driven

Podcast 1

Feature in Sustainable Fashion Journal

Website with new content

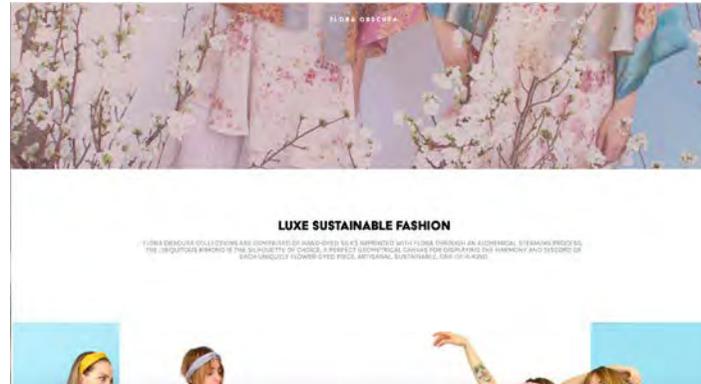
Podcast 2

Feature in the Lone Design Club blog

Pop up at 19 Greek Street

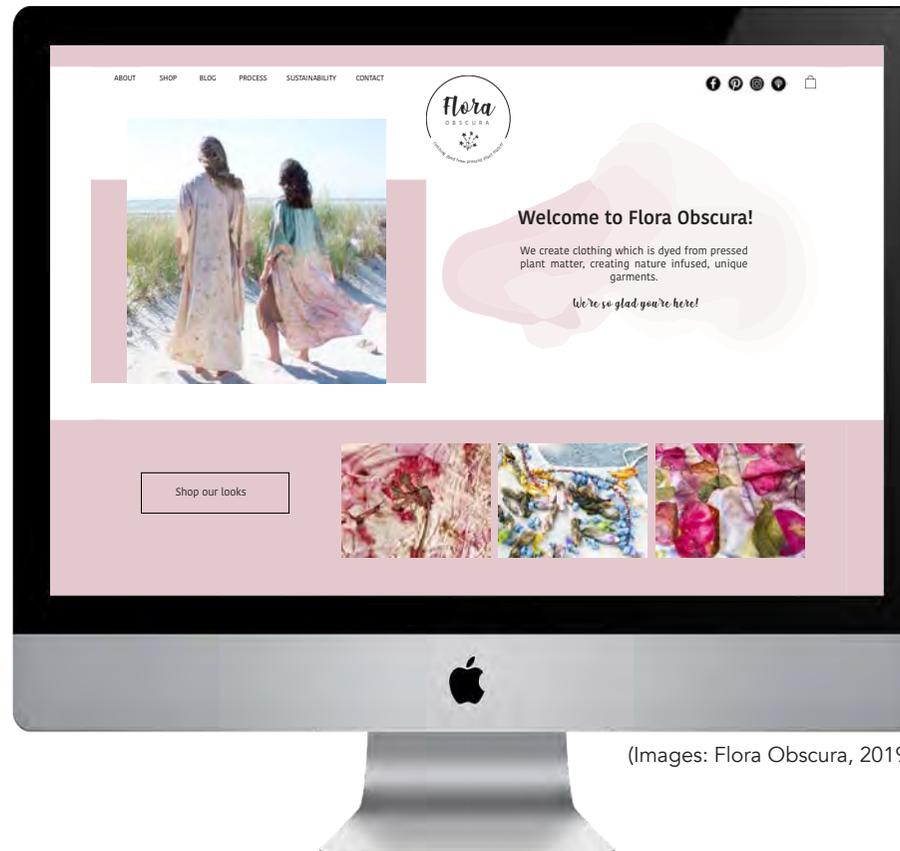
Stock sold by Lone Design Club

Stock sold by Liberty London



Original website homepage :

- Lacking in personality
- Small logo
- Unclear tabs



Render of the developed website homepage using new branding (New brand collateral explored on page 20)

(Images: Flora Obscura, 2019)

Website Development

Social media content driven

Podcast 1

Feature in Sustainable Fashion Journal

Website with new content

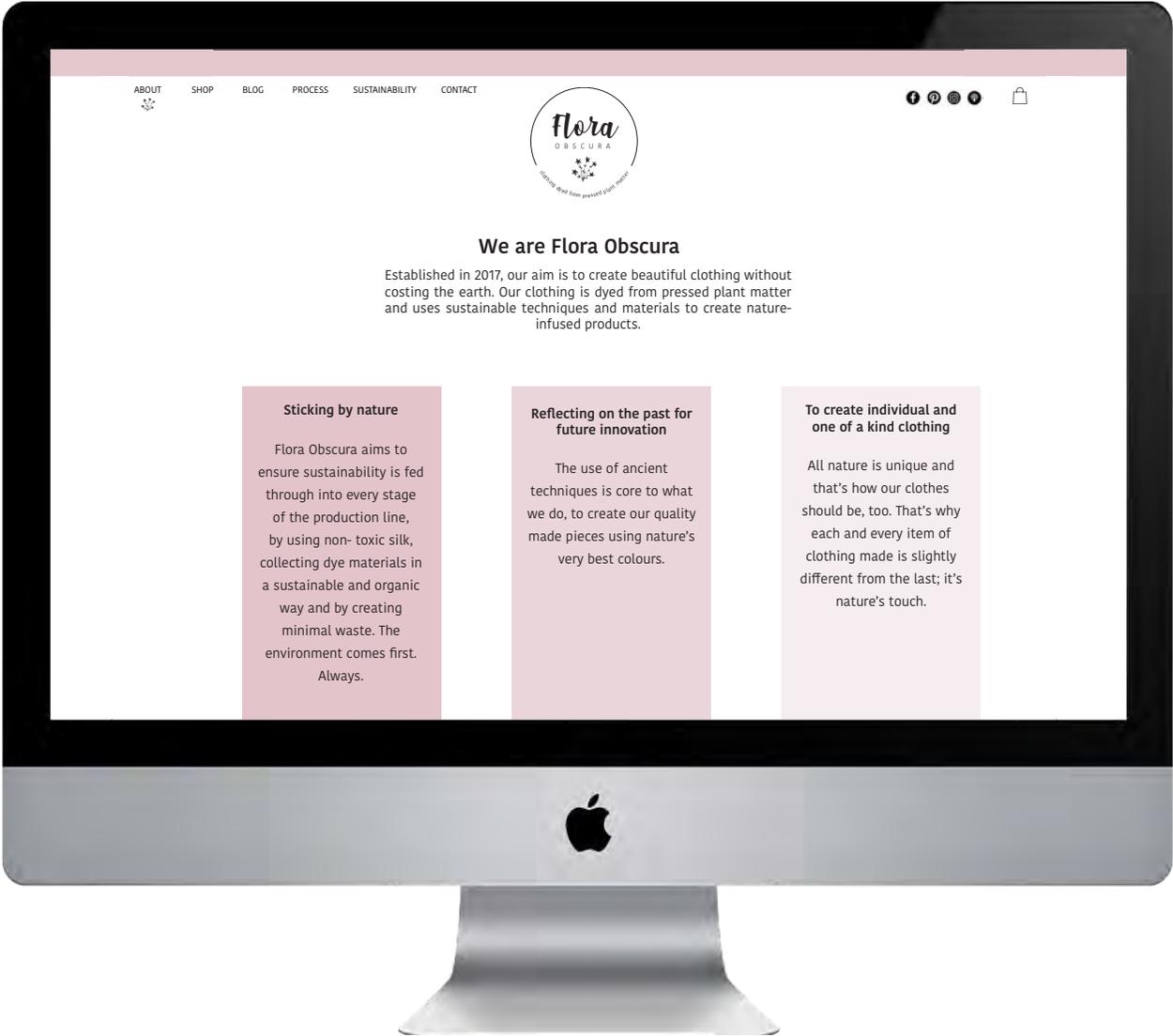
Podcast 2

Feature in the Lone Design Club blog

Pop up at 19 Greek Street

Stock sold by Lone Design Club

Stock sold by Liberty London



Communicating the brand values in a colloquial tone on the website, under the 'About' section.

This helps to achieve the secondary objective of:

'To communicate the brand values through every stage of the strategy' and therefore helping to raise brand awareness.

Website Development

Social media content driven

Podcast 1

Feature in Sustainable Fashion Journal

Website with new content

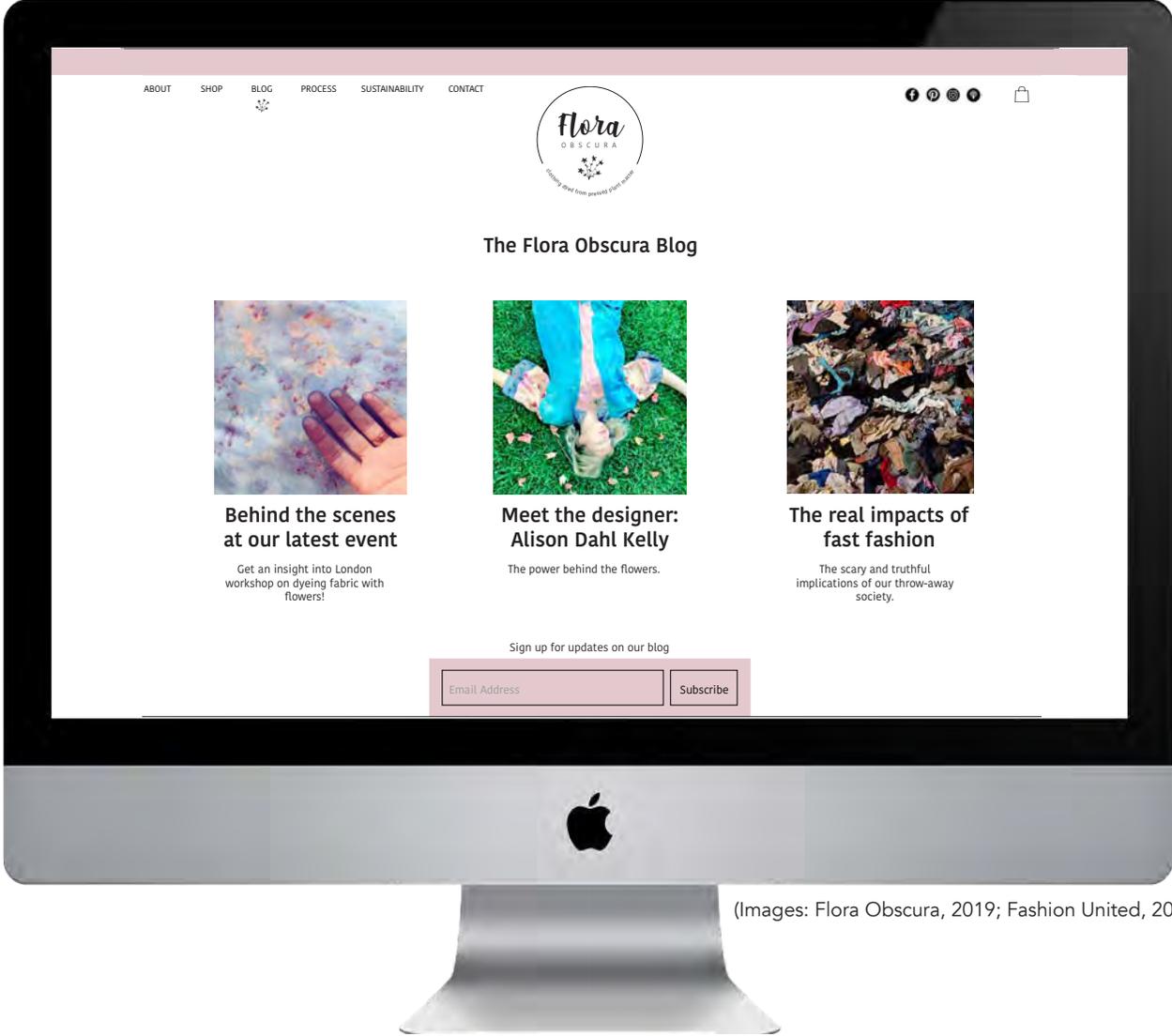
Podcast 2

Feature in the Lone Design Club blog

Pop up at 19 Greek Street

Stock sold by Lone Design Club

Stock sold by Liberty London



(Images: Flora Obscura, 2019; Fashion United, 2017)

Creation of the Flora Obscura Blog, featuring posts on environmental issues and behind the scenes.

This helps to achieve the secondary objective of:

'To promote sustainable practices and educate consumers on environmental health within the fashion industry' and 'To create a community for creative brands and consumers', therefore helping to raise brand awareness.

Social media content driven

Podcast 1

Feature in Sustainable Fashion Journal

Website with new content

Podcast 2

Feature in the Lone Design Club blog

Pop up at 19 Greek Street

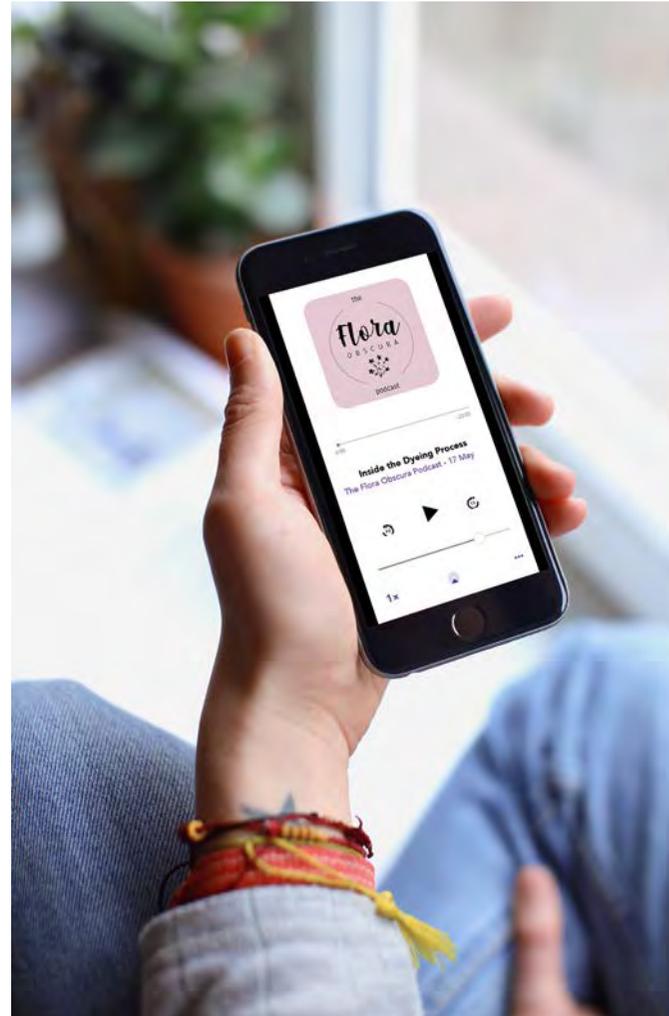
Stock sold by Lone Design Club

Stock sold by Liberty London



Renders of the proposed Flora Obscura podcast series

Podcast 2



(Adapted from Graphic Burger, 2019)

2nd release podcast: Inside the Dyeing Process. This podcast will explain the process of dyeing with flowers and will encourage people to have a go at the pop-up event.

This helps to achieve the secondary objectives of:

“To promote sustainable practices and educate consumers on environmental health within the fashion industry” and “To create a community for creative brands and consumers”

Feature in the Lone Design Club blog

Render of the proposed feature in the Lone Design Club blog

Social media
content driven

Podcast 1

Feature in
Sustainable
Fashion Journal

Website with
new content

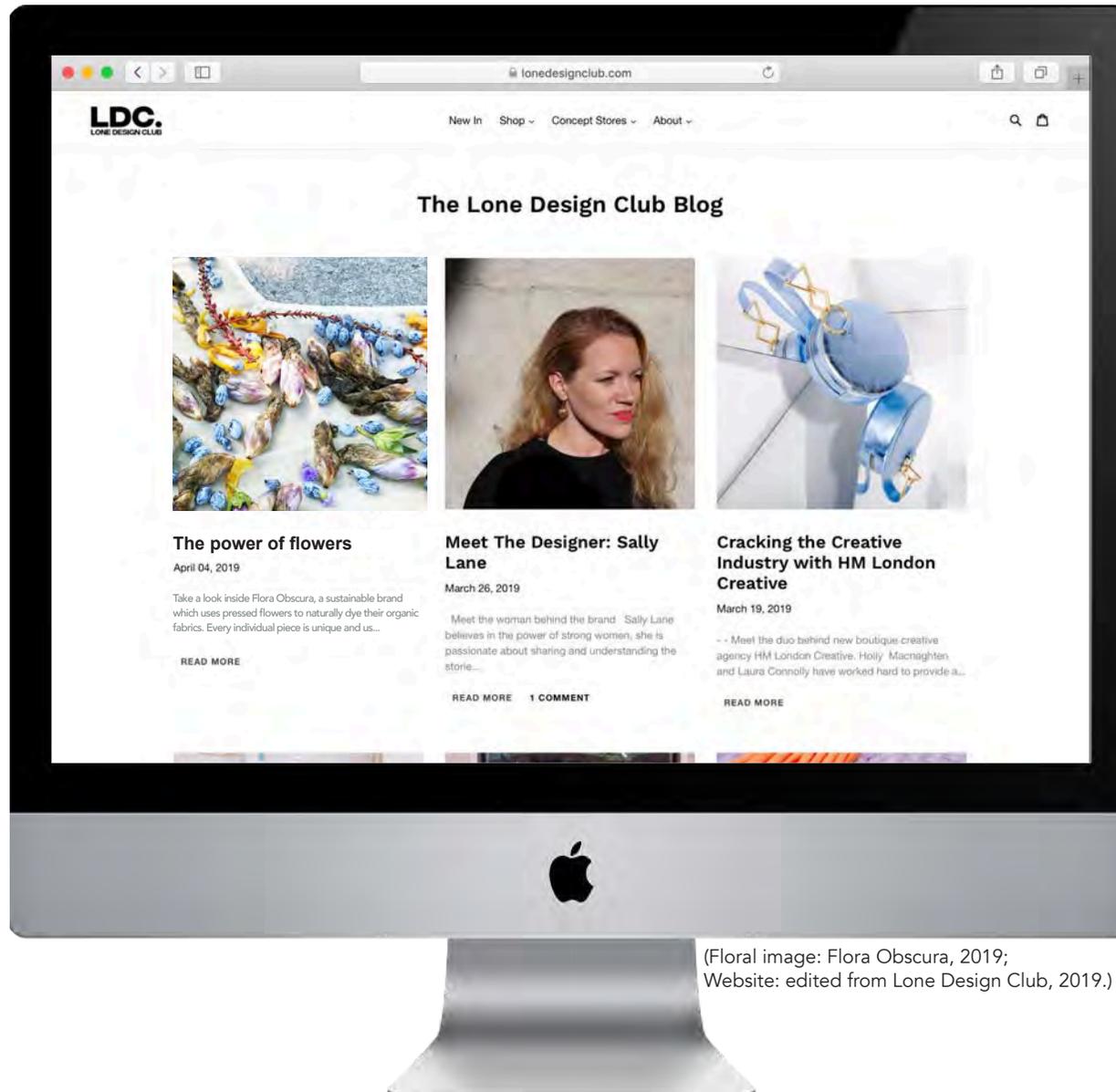
Podcast 2

**Feature in the
Lone Design
Club blog**

Pop up at 19
Greek Street

Stock sold by
Lone Design
Club

Stock sold by
Liberty London



The Lone Design Club champions sustainable and independent, small businesses. This feature will help to raise brand awareness and give people an insight into the sustainable brand.

This feature will also help to achieve the secondary objective of 'Creating a community for creative brands and consumers'.

(Floral image: Flora Obscura, 2019;
Website: edited from Lone Design Club, 2019.)

Event pop up at 19 Greek Street

Social media content driven

Podcast 1

Feature in Sustainable Fashion Journal

Website with new content

Podcast 2

Feature in the Lone Design Club blog

Pop up at 19 Greek Street

Stock sold by Lone Design Club

Stock sold by Liberty London

Have a go at

Dyeing Fabric with Flowers

Workshops introducing you to the ancient technique which is applied to the sustainable brand of Flora Obscura
#plantpower

19 Greek Street | 22nd - 25th May | 10 - 5pm

Flora
OBSCURA

clothing dyed from pressed plant matter

(Campaign image: Flora Obscura, 2019)

Renders of a poster which will be used around the area of 19 Greek Street, Soho, to promote the event. This poster incorporates the brand values of the importance of nature and the appreciation of ancient techniques.



To see digital promotion of event see pages 25 and 26

Social media content driven

Podcast 1

Feature in Sustainable Fashion Journal

Website with new content

Podcast 2

Feature in the Lone Design Club blog

Pop up at 19 Greek Street

Stock sold by Lone Design Club

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Flora
OBSCURA

clothing dyed from pressed plant matter

Have a go at
Dyeing Fabric with Flowers

Workshops introducing you to the ancient technique which is applied to the sustainable brand of Flora Obscura

19 Greek Street | 22nd - 25th May | 10 - 5pm

(Campaign image: Flora Obscura, 2019)

Event pop up at 19 Greek Street

Renders of a banner adverts which will be used in and around the 19 Greek Street location to promote the event



(Adapted from 19 Greek Street, 2019)



(Adapted from Mr Mockup, 2019)

Render of tote bag to be given out at the event, using #plantpower



(Adapted from Graphic Burger, 2019)

Event pop up at 19 Greek Street

Renders of the event invitation for buyers, press and influencers

Social media
content driven

Podcast 1

Feature in
Sustainable
Fashion Journal

Website with
new content

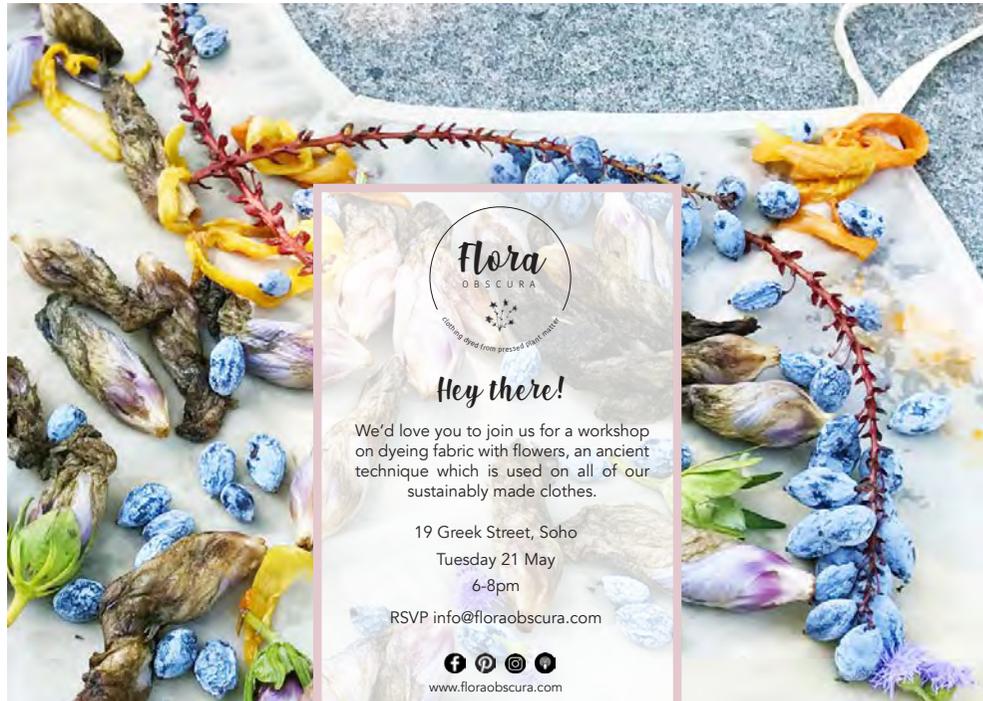
Podcast 2

Feature in the
Lone Design
Club blog

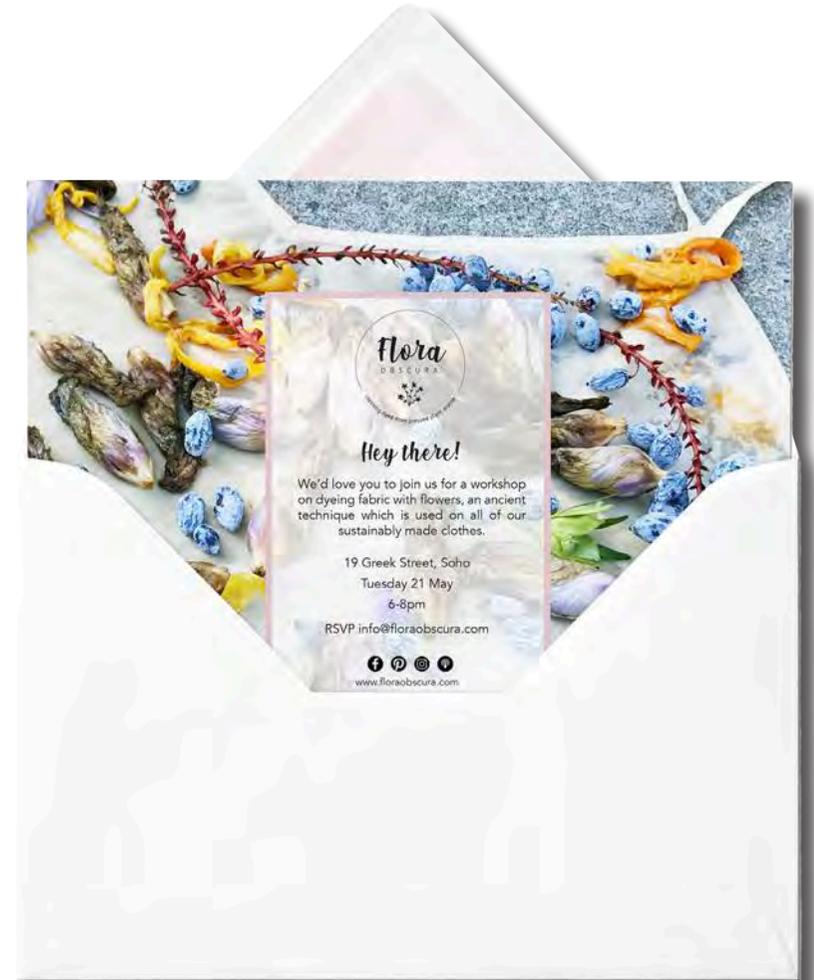
**Pop up at 19
Greek Street**

Stock sold by
Lone Design
Club

Stock sold by
Liberty London



A colloquial tone of voice is used to help reflect the brand personality (explored more in appendix 2)



(Adapted from Graphic Burger, 2019)

Social media content driven

Podcast 1

Feature in Sustainable Fashion Journal

Website with new content

Podcast 2

Feature in the Lone Design Club blog

Pop up at 19 Greek Street

Stock sold by Lone Design Club

Stock sold by Liberty London

Event pop up at 19 Greek Street

Renders of the Look Book to be sent to Buyers and Press



A Look Book will be sent to Buyers and Press along with the event information prior to the Pop up.

(Adapted from Pixeden, 2011)

Stock sold by Lone Design Club

Render of how Flora Obscura products would appear on the Lone Design Club website

Social media
content driven

Podcast 1

Feature in
Sustainable
Fashion Journal

Website with
new content

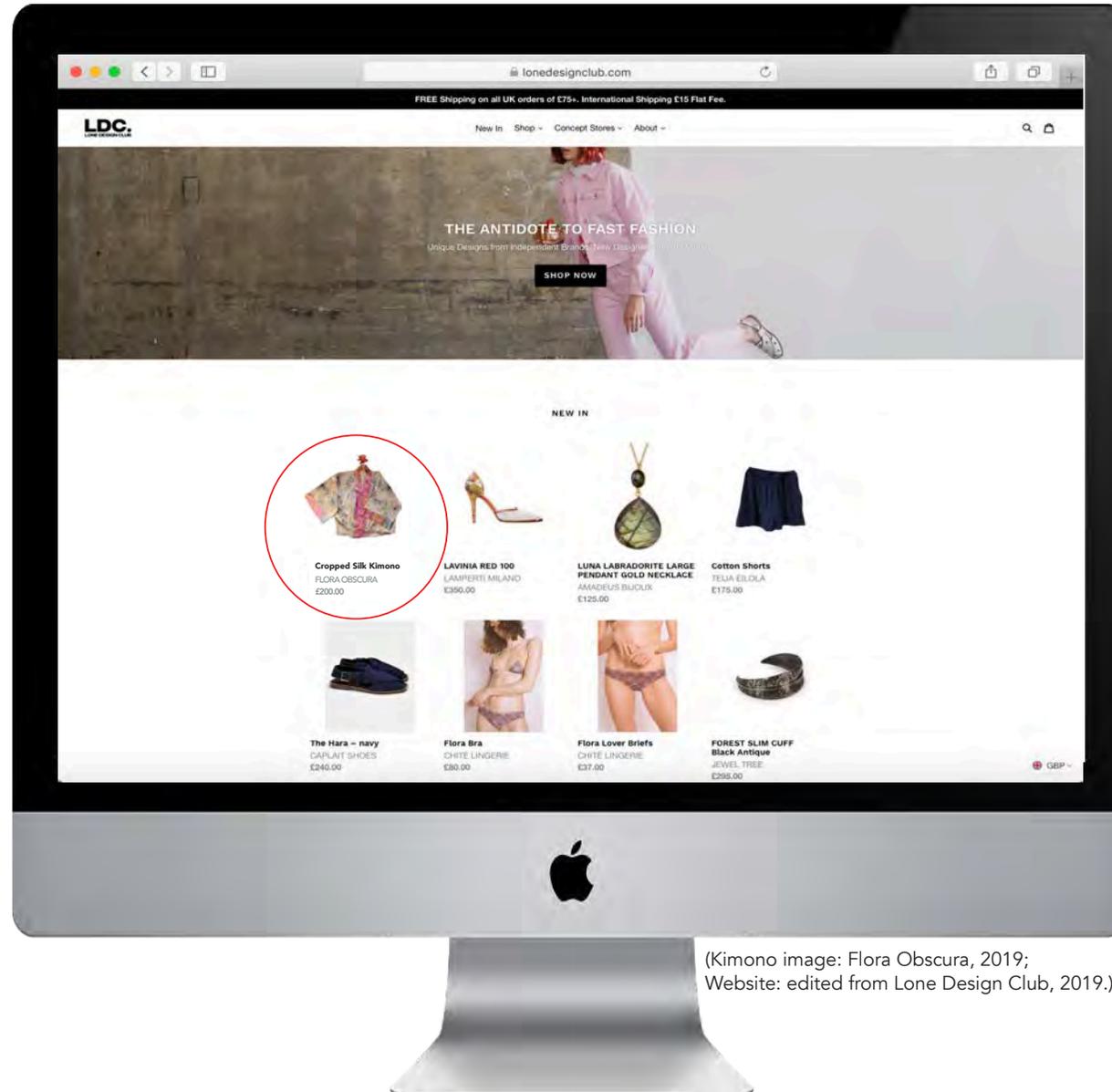
Podcast 2

Feature in the
Lone Design
Club blog

Pop up at 19
Greek Street

**Stock sold
by Lone
Design Club**

Stock sold by
Liberty London



(Kimono image: Flora Obscura, 2019;
Website: edited from Lone Design Club, 2019.)

Stock sold by Liberty London

Render of how Flora Obscura products would appear on the Liberty London website

Social media content driven

Podcast 1

Feature in Sustainable Fashion Journal

Website with new content

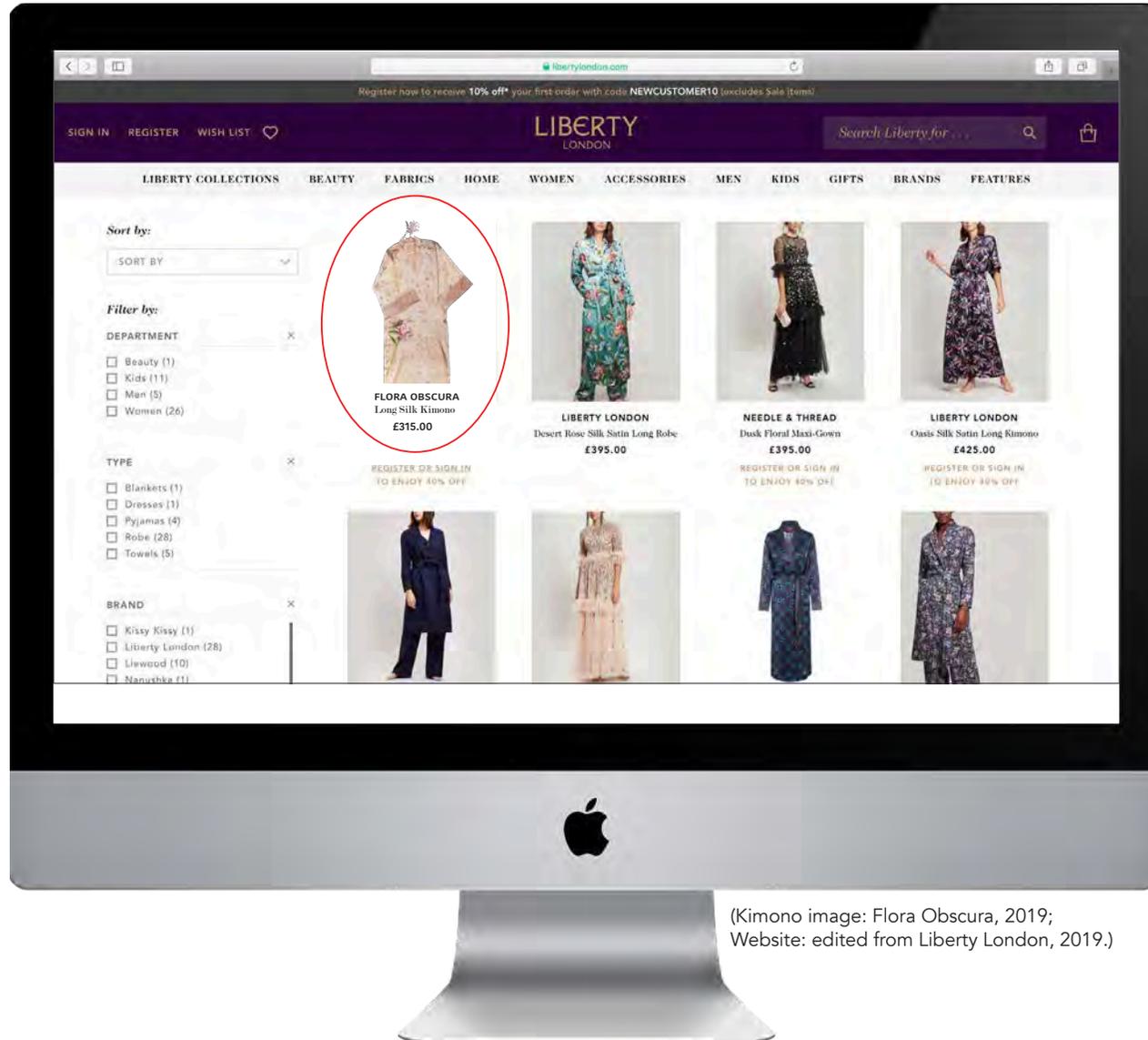
Podcast 2

Feature in the Lone Design Club blog

Pop up at 19 Greek Street

Stock sold by Lone Design Club

Stock sold by Liberty London

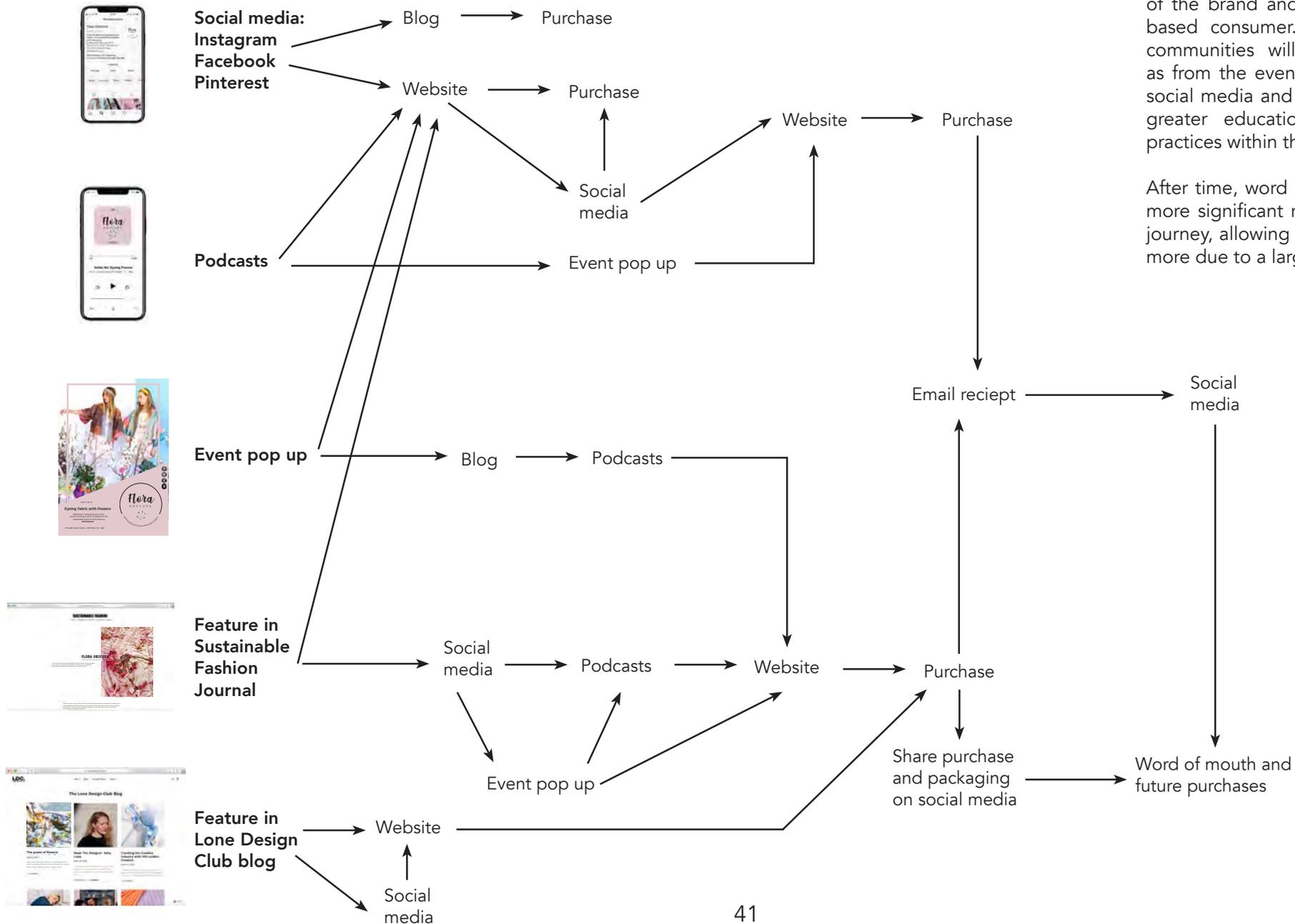


(Kimono image: Flora Obscura, 2019; Website: edited from Liberty London, 2019.)



Outcomes

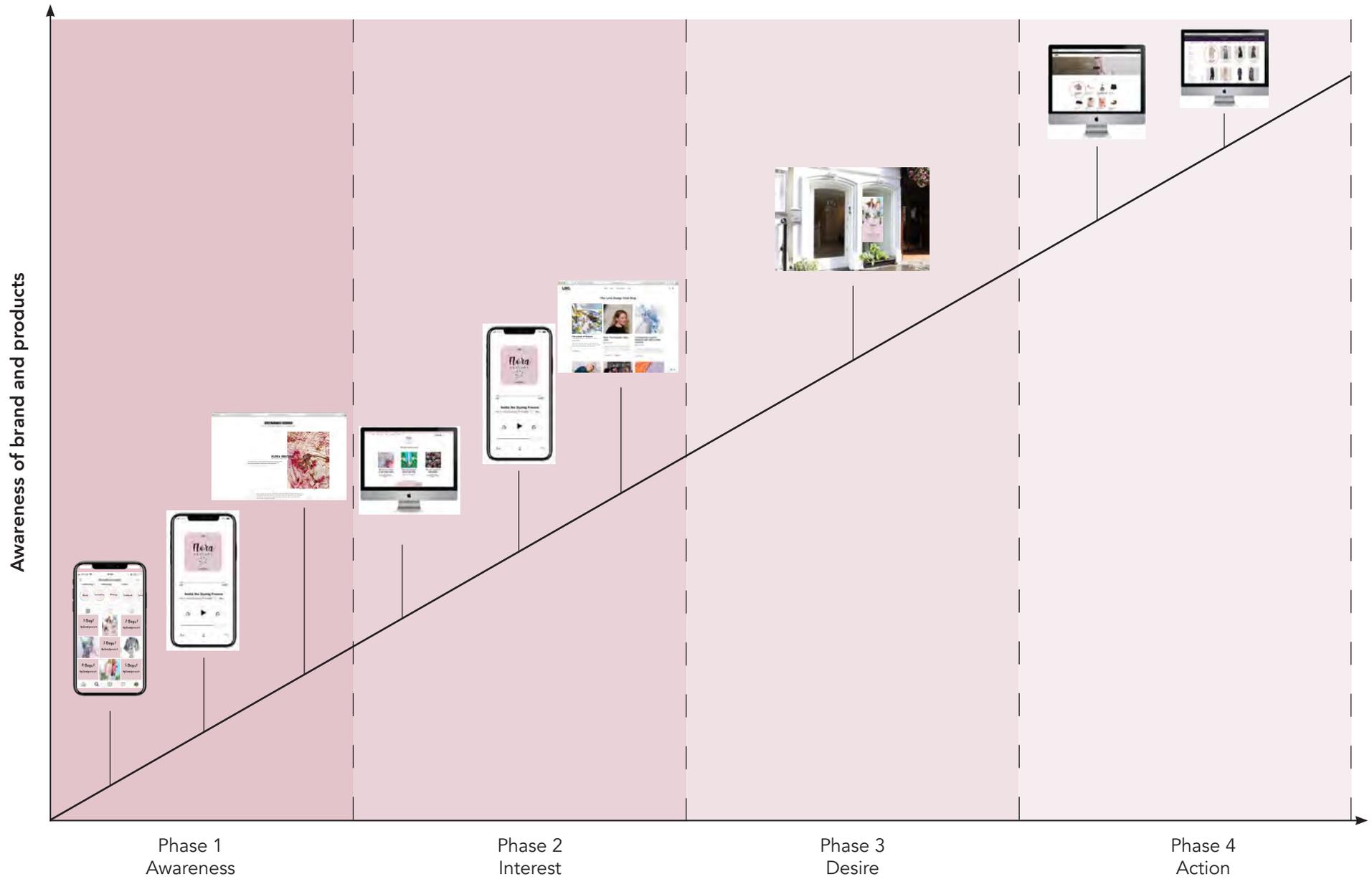
Customer journeys after campaign



All these potential customer journeys will result in an increased recognition of the brand and products to a UK-based consumer. Alongside this, communities will be created, such as from the event pop up, blog and social media and audiences will have greater education on ethical and practices within the fashion industry.

After time, word of mouth will play a more significant role in the customer journey, allowing the cycle to happen more due to a larger consumer reach.

Visual Campaign Timeline





The 'Blossoming in Britain' campaign for Flora Obscura presents a detailed strategy in order to accomplish the primary objective of "To make the brand and products recognisable to a UK-based consumer, allowing them to buy into and learn about ethical production in clothing brands". The outcomes strongly consider the secondary objectives, including the brand values which are filtered into every stage and build on the established brand identity, contributing towards achieving the primary campaign objective. The secondary objective of "To create a community for creative brands and consumers" considers the development of customer relationships and is evidenced throughout the campaign.

Overall, the 'Blossoming in Britain' campaign will allow Flora Obscura to expand its marked reach whilst also acting on its current internal weaknesses, resulting in a stronger, more considered brand, allowing it to capitalise on the rational and emotional elements explored in Keller's Brand Equity model (see appendix 5). With this strategy outlining only the short term campaign materials and channels, considerations on how to build further on the objectives are identified below:

- Brand feature and opportunity to purchase on the online platform of 'Lissome'. Lissome champions slow living, sustainability and independent brands to change the future of fashion (Lissome, 2019). Based in Berlin, this platform could give Flora Obscura the opportunity to expand into the European market.
- Feature on the 'Sustainable Fashion Matterz' platform, which is described as "allowing consumers and producers to meet and create an industry which also shines a light behind the curtains" (Birkner, 2019).
- Stand at Pure London Trade show to open doors into new retail spaces and to promote Flora Obscura's brand and products further.



Appendices

1 SWOT Analysis

<h3>Strengths</h3> <ul style="list-style-type: none">- Unique product- Sustainable and ethical practices- Products are customisable- Hand made products- Flowers come from sustainable sources and organic vendors- Geometrical- based pattern designs means very little fabric waste	<h3>Weaknesses</h3> <ul style="list-style-type: none">- Basic logo- Different logo on website to search icon - logo confusion- Only based in US and only does pop up shops there- Small market reach and low awareness- Expensive clothes and high shipping costs- No packaging or dyeing process images are shown on social media- 4th website listed on Google search- Only Instagram page is linked from website- Instagram name features 'nyc' - potentially limiting?- Does not promote its unique creative process enough
<h3>Opportunities</h3> <ul style="list-style-type: none">- Partner with bloggers- Make a wider product range- Run workshops on how the products are made- Pop-up shops- Concessions- Movement to UK market- Packaging to be displayed online- The rising trend of experiences- The product and values allow for Instagrammable packaging	<h3>Threats</h3> <ul style="list-style-type: none">- Larger brands undercutting price with similar products e.g. Ted Baker- Larger brands having more advanced machinery to create the clothes quicker

Take away:

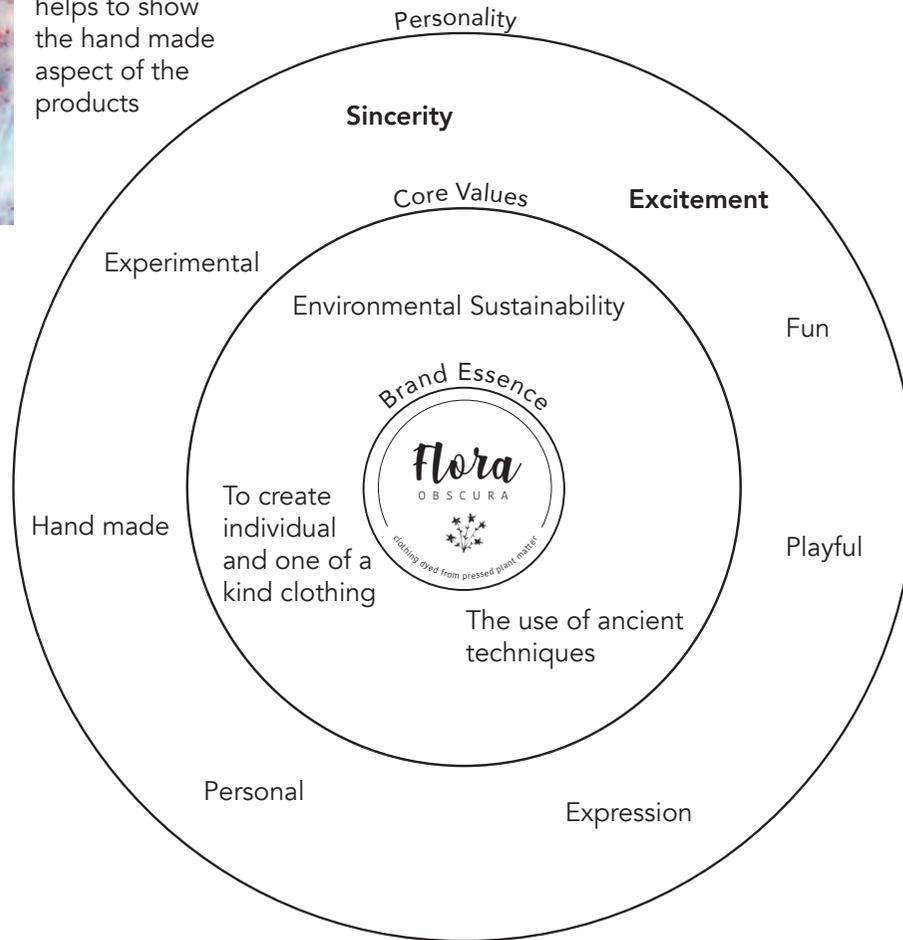
- The strengths need to be communicated to consumers clearer in order to make the potential opportunities successful.
- The weaknesses can be translated into strengths with the 'Blossoming in Britain' campaign

2 Brand Identity for Flora Obscura

Brand in Action



This image helps to show the hand made aspect of the products

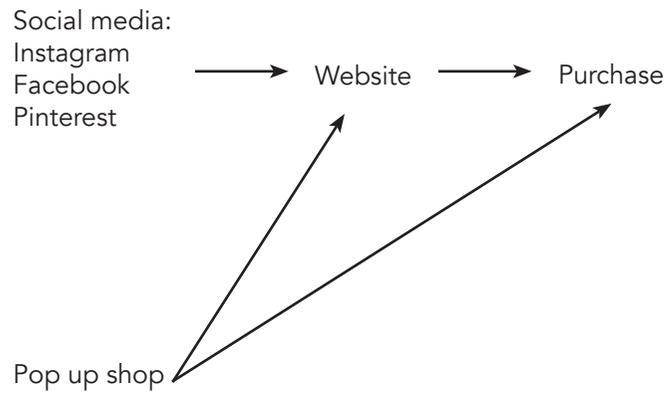


Sincerity and Excitement devised from Aaker's 'Dimensions of a brand personality' (Aaker, 1997) are appropriate personality traits and further communicate the down to earth, original, daring and unique aspects of the brand.

(Adapted from Posner, 2015)

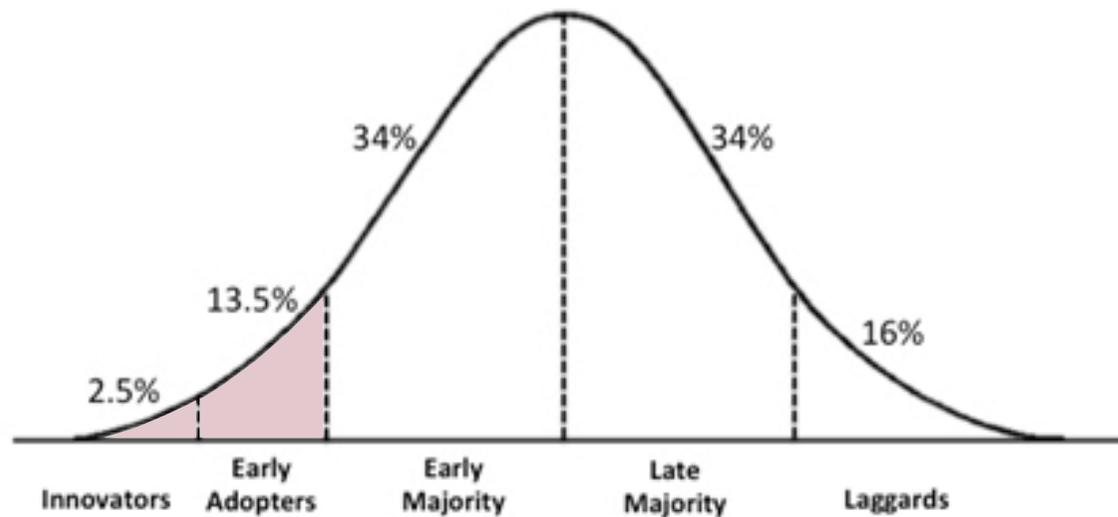
Take away:
 - Flora Obscura's brand personality and core values need to be communicated in a wider variety of ways and channels.

3 Current customer journey



Take away:
- The current customer journey is limited therefore a wider range of communication channels need to be utilised.

4 Roger's Diffusion of Innovation

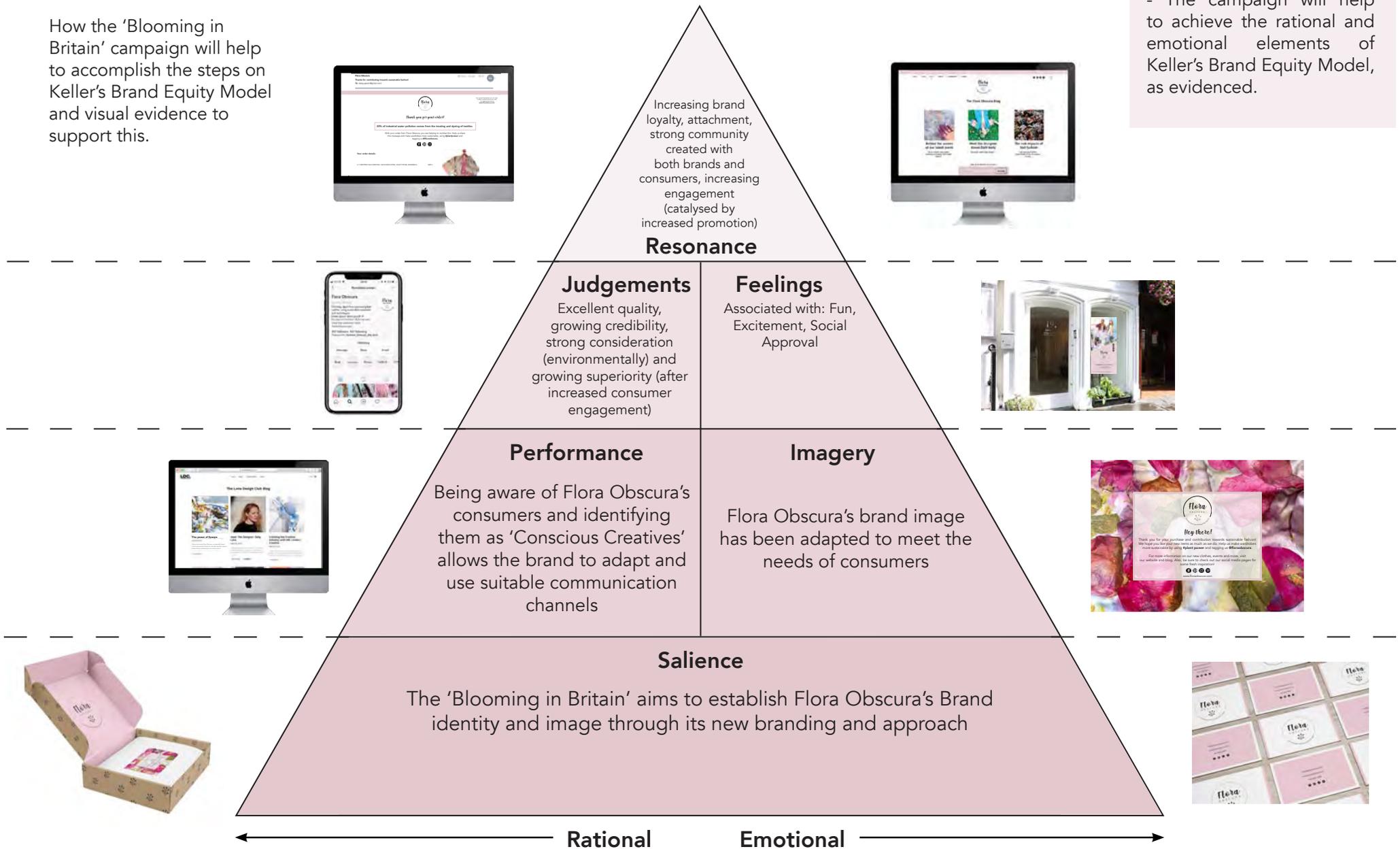


Take away:
- Flora Obscura consumers fall into the category of Innovators and Early Adopters.

5 Keller's Brand Equity Model

How the 'Blooming in Britain' campaign will help to accomplish the steps on Keller's Brand Equity Model and visual evidence to support this.

Take away:
- The campaign will help to achieve the rational and emotional elements of Keller's Brand Equity Model, as evidenced.





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