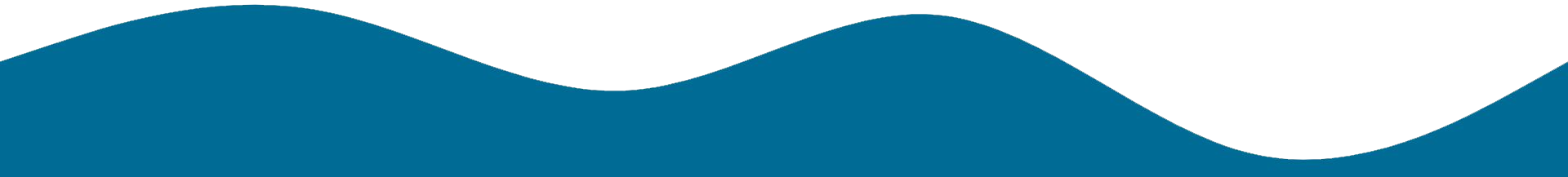


Transparency Communications and Marketing



Agenda

01

**Online Training
Module**

02

**How Transparency
Benefits Marketing**

03

**Transparency
Communications
Through Marketing**

04

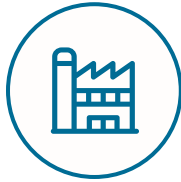
In Practice

01

Online Training Module

Context

Understanding
Fashion Supply
Chain



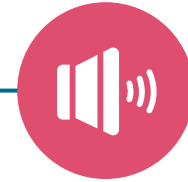
Introduction to
Transparency



Implementation of
Transparency



Disclosure through
Communications
and Marketing



Module Overview

01

Introduction to Transparency Communications in the Fashion Industry

Importance, benefits, key principles

02

Stakeholder Identification and Engagement

Stakeholder groups, their interests, stakeholder engagement, building strong relationships

03

Message Development

Developing key messages, tailoring messages to specific audiences, developing targeted communications for specific audiences

04

Channels of Communication

Internal, external, and supply chain channels, identifying the most effective channels for reaching your audience

05

Ethical Considerations

Importance of ethical practices, ensuring transparency in sourcing and supply chain information, mitigating risks and challenges

06

Crisis Communication and Reputation Management

Crisis communication, handling negative incidents, reputation management

07

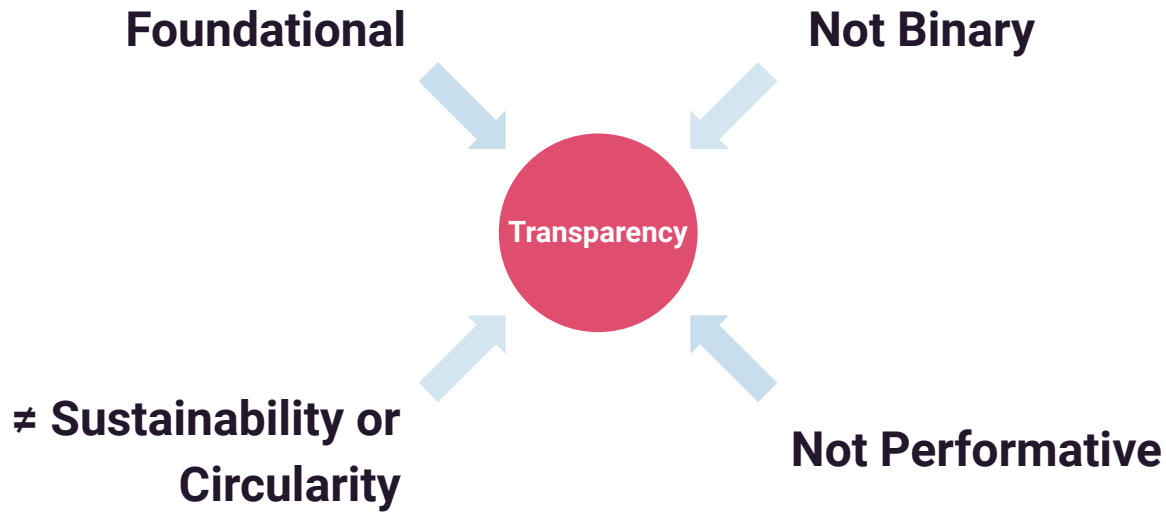
Monitoring and Measuring Transparency Communications

Evaluating impact, measuring effectiveness, key metrics, and data collection and analysis

02

How Transparency Benefits Marketing

Fundamentals



Overview of Marketing

- How you **get people interested** in your company and your products
- Encompasses **brand building, product promotion, customer acquisition and retention, business growth**
- Crucial from brand or product **creation** to **customer engagement** and **beyond**



Market Research



Branding and Positioning



Messaging and Storytelling



Marketing Channels



Marketing Planning and Strategy

Evolving Marketing Landscape



Marketing is more
personal



Consumers want to
**put a face to the
company**



Brands are **building
relationships** with
customers



Not selling clothes,
but an **experience**, a
lifestyle

Benefits of Transparency for Brands

and sustainability!

01

Builds consumer **trust** and **credibility**, enhances **brand reputation**

02

Differentiates from competition, sets you apart as an **innovator**

03

Drives **customer engagement**, increases customer **loyalty**

04

Enables adaption to **consumer demand** and **preferences**

05

Extends your reach to **new audiences** and **channels**

06

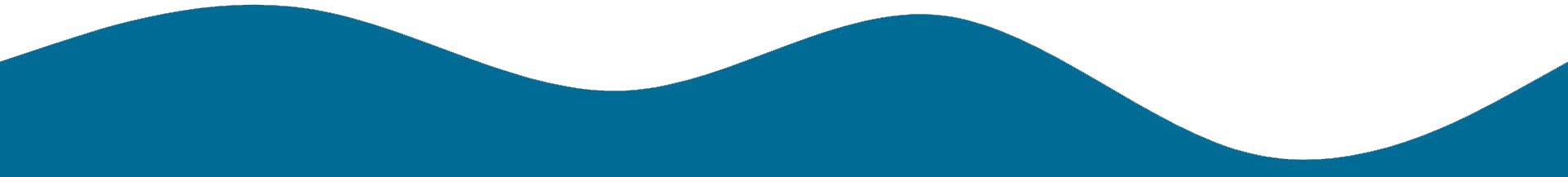
Enables new **business opportunities**

New Business and Marketing Opportunities

Extended Lifetime Services

- Repair and alteration services
- Take-back schemes
- Recycling and upcycling programmes
- Customisation services
- Rental services
- Subscription services

Extended Customer Experience

- Email and social media
 - Loyalty programmes
 - Personalisation and customisation
 - User apps and interactive experiences
 - Virtual try-on and augmented reality
 - Live streaming and virtual events
- 

03

Transparency Communications Through Marketing

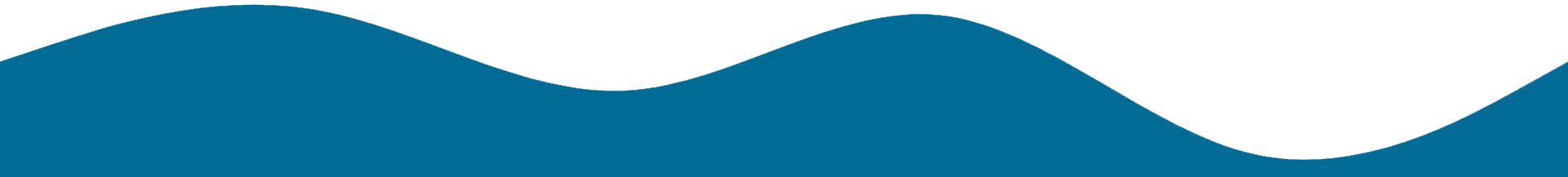
From Transparency Communications to Marketing

Transparency Communications

- External Stakeholders
- Message Development
- Channels of Communication

Marketing

- Target Audiences
- Messaging and Storytelling
- Marketing Channels



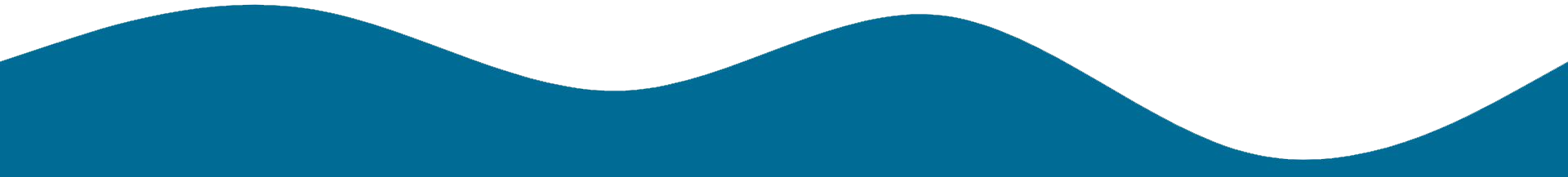
Target Audiences

Key Stakeholders for Marketing

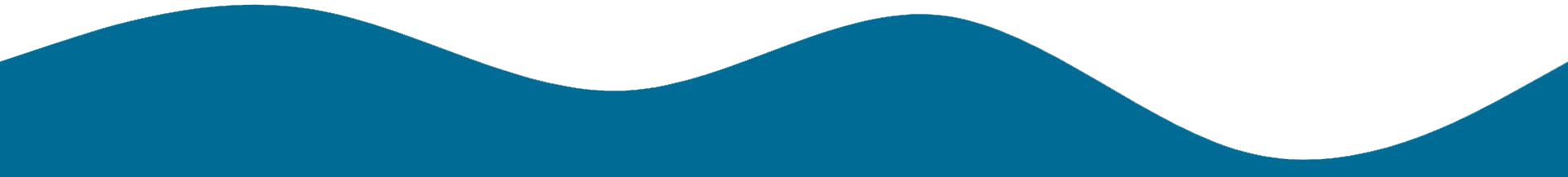
Target Audiences

- Consumers
- Customers
- Community
- Evangelists
- Influencers
- BUT ALSO employees, suppliers, investors, press, local community

Marketing Goals

- Generate **interest** and **desire**
 - Build **trust** and **credibility**
 - Gain **insights** and **feedback**
 - **Address concerns**
 - **Adapt** to their demands
 - Establish **relationships**
 - Build a **following**
- 

Your Target Customer

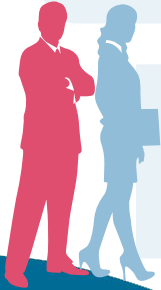


Your Target Customer



Understand what is **important** to them
and **how to reach** them

Create garments that **appeal** to their
tastes and **preferences**



Market directly to them through **targeted**
campaigns and **messaging**

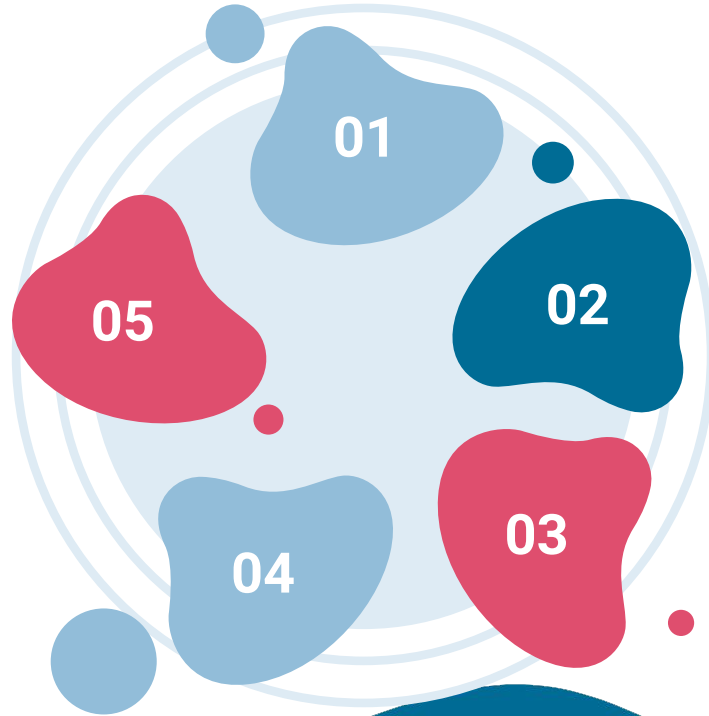
Defining Your Target Customer

Review

Review and update your buyer persona regularly to ensure relevancy and accuracy

Use

Use your buyer persona throughout your marketing strategy; ensure your messaging and targeting aligned with your target audience



Research

Research current and target customers: surveys, interviews, analytics, industry reports, other relevant sources

Analyse

Analyse data: demographics, behaviour, pain points; identify key attributes, patterns, and commonalities

Create

Create detailed profile, including demographics, goals, pain points, decision-making process; give buyer persona a name and a face to represent your target customer

Considerations for Building a Customer Profile

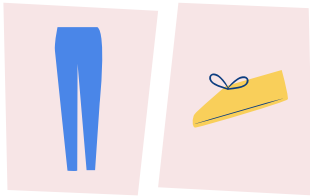


Buyer Persona Examples

Profile 1

Age	30 years old
Studies	Degree
Job	Engineer
Salary	\$\$

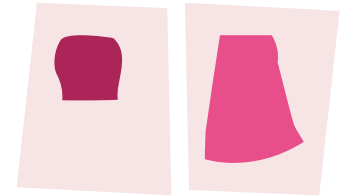
Most bought



Profile 2

Age	23 years old
Studies	Degree
Job	Shopgirl
Salary	\$

Most Bought



Buyer Persona Example

Purchases

75%



Online



25%



Local

Location



Profile



Age

20-30

Studies

Marketing

Job

Community
Manager

Salary

\$1500-\$2000

Social Media



Buyer Persona Example



Complete Profile

Age: 26 - 38

Gender: Woman

Location: Germany

Studies: Marketing

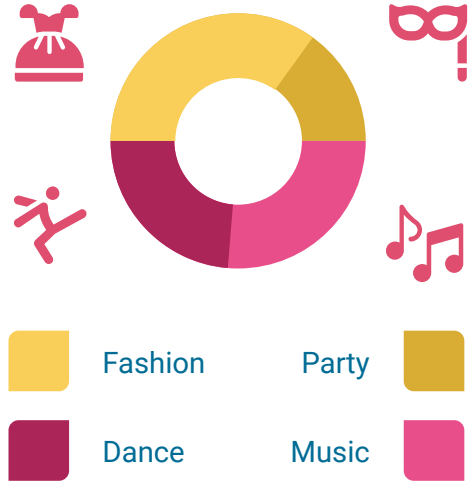
Level: Experienced

Marital Status: Married

Occupation: Event Organiser

Income Range: \$1500-\$3000

Hobbies



Buyer Persona Examples



Samantha is a 32-year-old sustainability enthusiast who is passionate about reducing her carbon footprint. She is environmentally conscious and seeks out brands that prioritise sustainable and ethical production practices. She is willing to pay more for high-quality, eco-friendly clothing that align with her values.

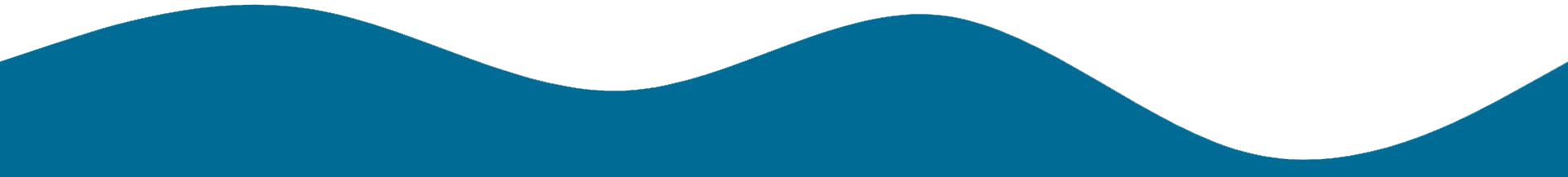


Taylor is a 28-year-old fashion-forward woman who is always on top of the latest trends. She enjoys experimenting with new styles and takes inspiration from social media influencers and fashion bloggers. She seeks brands that offer unique and statement-making pieces that help her stand out from the crowd.

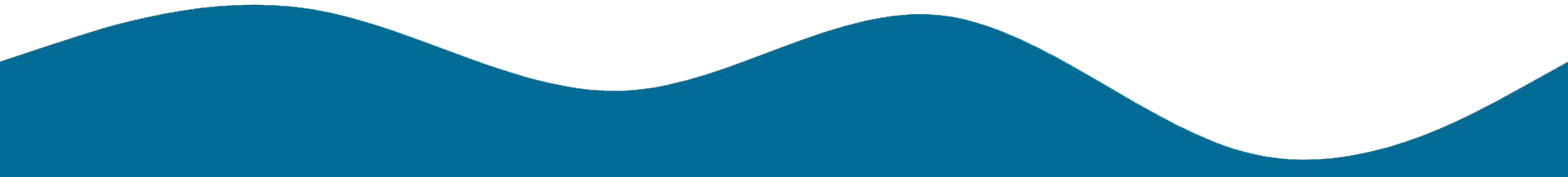


Bailey is a 25-year-old woman who is passionate about body positivity and seeks brands that celebrate diversity and inclusivity. She is comfortable in her own skin and looks for clothing that fits and flatters her body type. She seeks brands that offer a wide range of sizes and styles that cater to diverse body types and shapes.

Messaging and Storytelling



Messaging

- Presents the value of your brand and products
 - Key messages
 - Brand identity
 - Features and benefits
 - Value proposition
 - Brand and product positioning
 - Internal and external audiences
 - Press and PR
- 

Storytelling



Unique and **innovative** story
to communicate your **brand**
message



Captures attention and
appeals to audience **needs**
and **desires**



Narrative techniques:
character development,
plot, conflict resolution, etc.



Emotional connection,
humanises brand

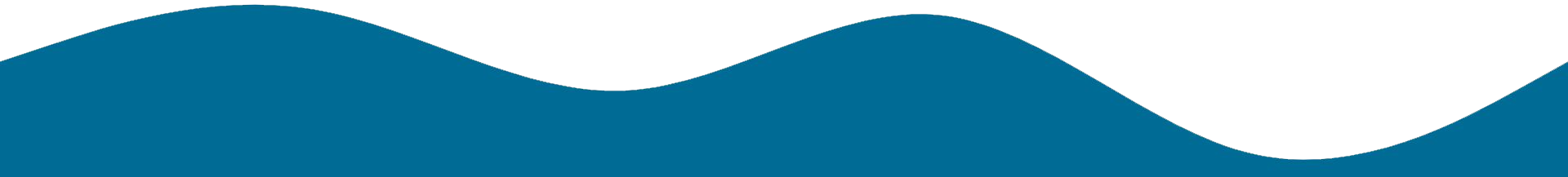


Relatable, memorable, and
impactful



Used on **multiple channels:**
content marketing, social
media campaigns, videos

Storytelling Inspiration

- History and journey of your brand
 - Behind-the-scenes stories
 - Customer interviews and stories
 - Collaborations with designers, artists, etc.
 - Social media
 - Current trends and events
- 

Incorporating Transparency and Sustainability

01

Weave transparency, sustainability, and circularity into your **storytelling**

02

Educate consumers about about the **importance** of transparency and sustainable fashion

03

Provide **care instructions** to extend the lifetime of garments

04

Provide facts and figures to **support sustainability claims**

05

Be transparent about how you source materials, use ethical manufacturers, or ensure ethical practices

06

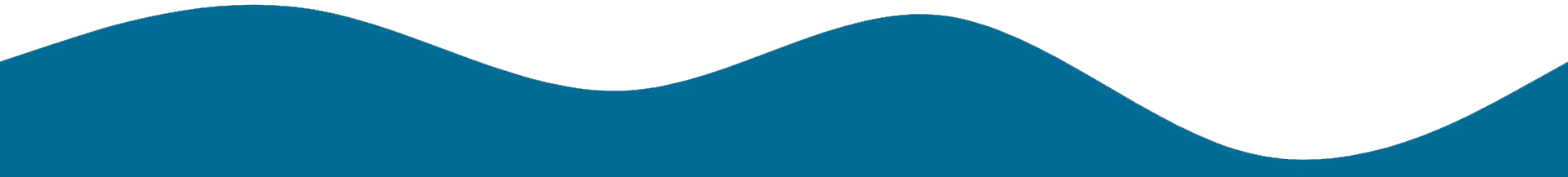
Display recognised certifications to **validate your claims**

Thought Leadership and Education

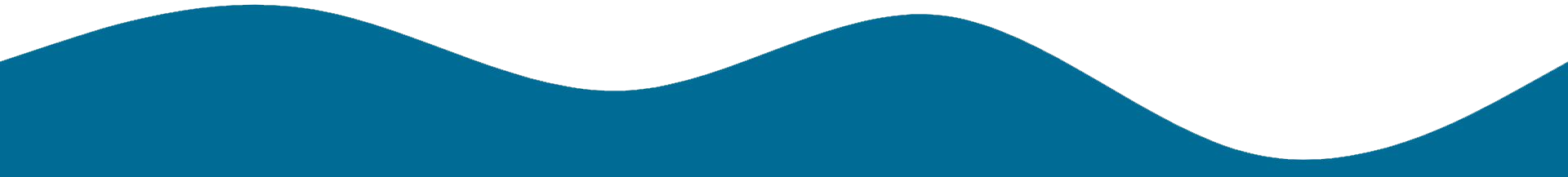
Brand Roles

- Publishers
- Guest speakers
- Featured interviewees
- Leaders in community groups and networks
- Advocates for change

Objectives

- Showcase best practices
 - Bring more clarity and awareness
 - Educate consumers
 - Influence and drive demand
 - Drive positive change within fashion industry
- 

Transparency and Sustainability Topics

- Wider issues affecting fashion industry
 - Importance of transparency and sustainability
 - How to demand more transparency and responsibility from brands
 - How to care for and extend garment lifetime
 - How to think more critically about clothing choices
 - True impact of making a garment: cost, resources, and environmental damage
- 

Avoid Greenwashing

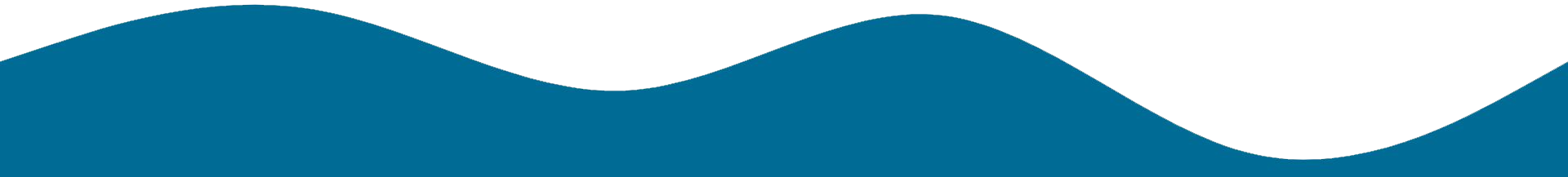


- Vague claims: 'green', 'organic', 'eco-friendly', 'sustainable'
- Hidden trade-offs
- Irrelevant claims
- Lesser of two evils
- Misleading or irrelevant certifications

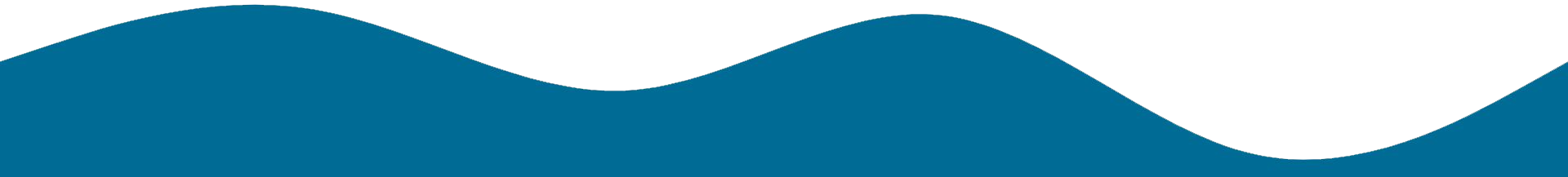


- Be detailed and transparent
- Be specific about features and benefits
- Be credible with evidence
- Be consistent across all materials
- Be aware of the laws and regulations

Finding the Right Story

- Understand **target audience**
 - Identify **key message**
 - Choose right **format**
 - Deliver through **most appropriate channel**
 - Use **storytelling techniques**
 - Keep it **authentic**
 - **Measure** it
- 

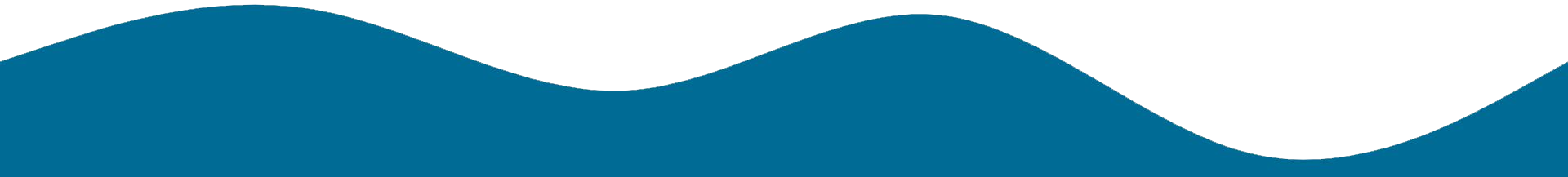
Marketing Channels



Marketing Channels

Platforms and tools to **promote your brand, showcase garments, and tell your story**

Best Practices

- **Experiment** with multiple channels
 - Ensure **cohesive brand experience** when using multichannel approach
 - Choose **effective** channels based on **research, strategy, and planning**
 - Prioritise overall **customer experience**
 - **Monitor, evaluate, and adjust** for success
- 

Potential Channels



Open Studio



Your Website



Social Media



Online Marketplaces and
Webshops



Content Marketing



Community Marketing



Lookbook



Fashion Shows



Trade Shows and Events



Virtual and Augmented
Reality



Pop-Up Shops



Live Streaming



Virtual Dressing
Room



Partnerships and
Collaborations



Exclusive Events

Choosing the Right Channel



Audience and Competition

Which channels align best with your target **audience's preferences** and **behaviour**? Where are they **active**? Which channels are your **competitors** using? How **successful** are they in **engaging** with their audience?



Branding and Storytelling

Which channels can you use to **effectively convey** your **brand image**, **communicate your story** and offerings, and **resonate** with your target **audience**? Can you offer a **cohesive brand experience**? Can you ensure **consistency** in messaging and branding?



Marketing Goals

Which channels align best with your **marketing strategy** and **business goals**? How **future-proof** are they? How effective is the channel in generating **brand awareness**, **driving traffic**, and **converting customers**? How will you **evaluate** the **success** of each channel?



Budget and Resources

Which channels **fit your budget** and resources? Can you **effectively manage** and **optimise** your chosen channels? How willing are you to **experiment** with various channels? How will you **track their performance** and **optimise** your **marketing efforts**?

Transparency through Marketing Channels



Website

Information on transparency efforts, suppliers, fabric and garment provenance, environmental impact



Social Media

Storytelling and influence through images, captions, transparency and sustainability hashtags



Content Marketing

Thought leadership and education on transparency and sustainability related topics



Garment Tags

QR codes, RFID tags, sensors; history and construction of garment from loom to hanger; care instructions; material information

A Final Word

Key Concepts

01

Fashion is priority: how **appealing** the garment is, how it **looks** and **feels**

02

Transparency benefits both **communications** and **marketing**

03

Effective marketing takes **research, strategic storytelling**, and a bit of **luck**

04

How you market externally will **impact** your **communication** and **reach internally**

05

Educating and **building relationships** with customers and community is crucial

06

Marketing is **personal**: what is important to you is **important to others**

04 In Practice

AMENDI

- Contemporary denim brand
- Focus on transparency and sustainability
- Full traceability throughout supply chain
- Repair, reuse, recycling programmes
- Fabrication facts tag on all garments

[Website](#)

[Transparency](#)

[Sustainability](#)

[Suppliers](#)

Sample Products:

[Åke Classic Jeans](#)

[Margareta Blouse](#)

A NEW SWEDEN

- Made in Sweden, from materials farmed in Sweden
- Various repair warranties available
- Take-back scheme
- Committed to “going beyond sustainability”

[Website](#)

[A Short, Transparent Supply Chain](#)

[Environmental Policy](#)

[Suppliers](#)

Sample Products:

[Jämtland Wool Dress](#)

[All-Weather Wool Field Jacket](#)

ASKET

- One permanent collection of “timeless essentials”
- Full Transparency for each garment: traceability, cost structure, environmental footprint
- Journal: philosophy and mission, brand journey, behind the scenes, garment and material histories, style inspirations and campaigns

[Website](#)

[The Pursuit of Less](#)

[Zero Compromise Garments](#)

[Full Transparency](#)

Sample Products:

[The Long Sleeve Pique Polo](#)

[The T-Shirt](#)



Your Insights and Experiences Q&A



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