

LESSON 7

MARKETING & MEDIA

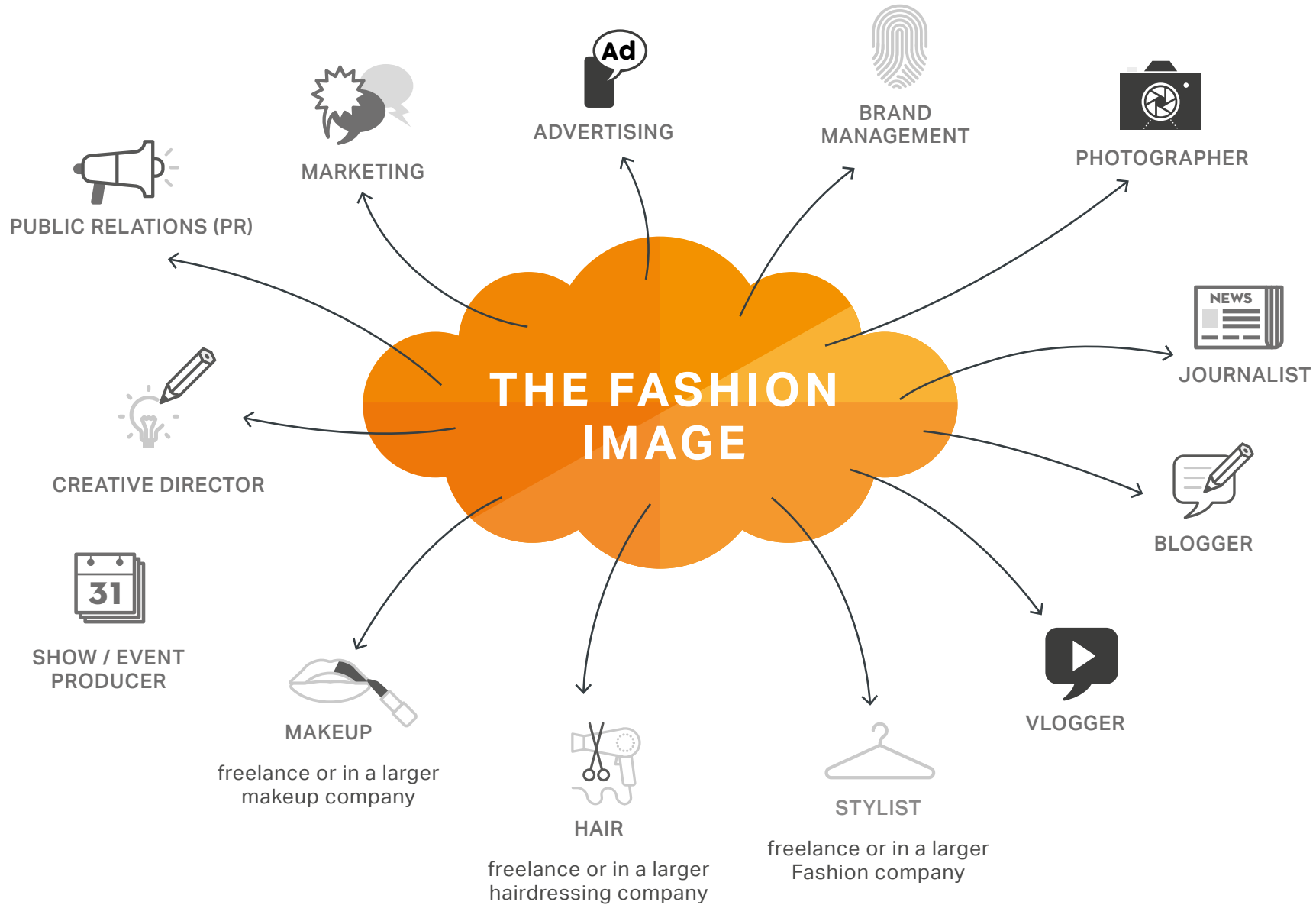
In this lesson you will:

- ♦ learn what marketing is and begin to understand the different marketing channels
- ♦ consider how to market your t-shirt and come up with a marketing plan





CAREERS MARKETING & MEDIA IN THE REAL WORLD





DISCOVER: FLEET STREET SETTING THE SCENE

Fleet Street is traditionally associated with the British Press and Journalism, as until the 1980s most of the offices of the British press were located on Fleet Street. Today many media agencies have moved out of Fleet Street but the Street continues to represent the British Press.





DISCOVER: MARKETING AND MEDIA SETTING THE SCENE continued

Fashion media is the umbrella term for journalism, blogging, vlogging, social media, public relations, event planning, styling and fashion photography.

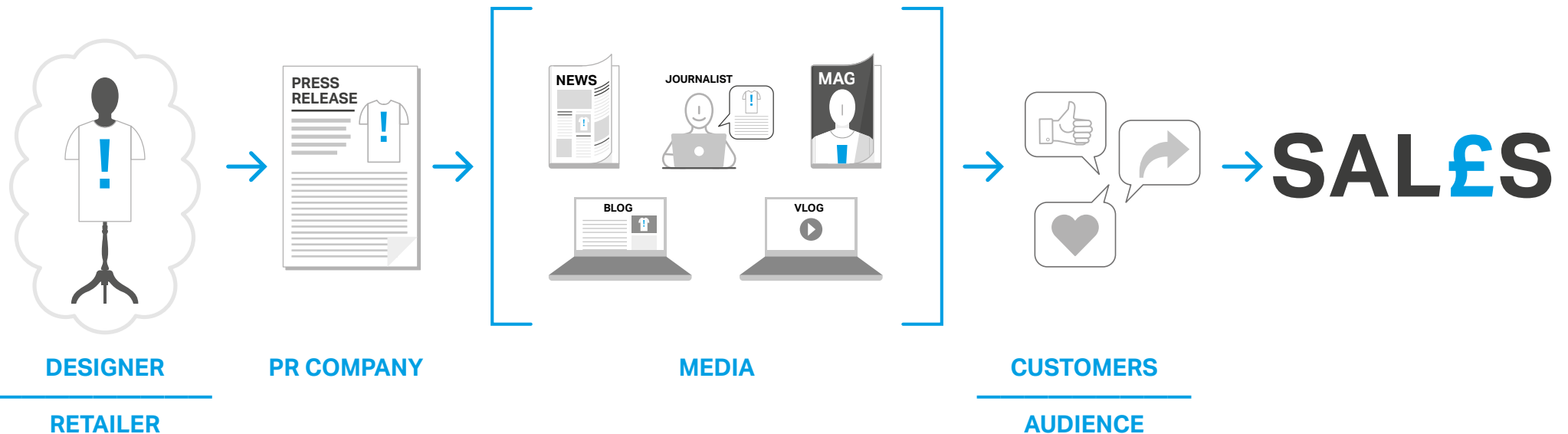
Fashion PR

The main objective of a PR representative is to get as much positive exposure of the brand as possible.

Fashion marketing is necessary to create brand awareness and includes the organisation of photo shoots, fashion shows, the publishing of articles in magazines such as Vogue.

A professional **press release** will be written by the marketing team and sent out to magazines, newspapers and freelance journalists, bloggers and vloggers.

Fashion media plays a key role in informing the consumer of new ranges and driving sales. Designers and retailers engage with Public Relations companies (**PR companies**), newspaper journalists, magazines, bloggers and vloggers to create interest which leads to sales.





DISCOVER

ACTIVITY 7A: PLANNING YOUR MARKETING CAMPAIGN

Use this opportunity to work out what activities you need to plan – to make sure you customers know what they are selling and when.

You should aim to generate some excitement (or buzz) around your product and tell the customer when and where it will be available.

FOR EXAMPLE:



JAN

Send out press release 1 to get journalists to attend show.

FEB

Send out invitations.

FEB

Fashion Show:

- Where?
- Who will you invite?
- Will it be live?
- Streamed?

MARCH

Send out press release 2 with show images and when range will be available to buy.

APRIL

Reports / stories and in press / blogs + vlogs.

Let stylists, bloggers and vloggers use the press garments to style and write about.

APRIL/MAY

Contact customers through instagram, newsletters and by promotion in stores.



DISCOVER: PLANNING YOUR MARKETING CAMPAIGN

ACTIVITY 7A continued

Work out your marketing campaign activities using this template.

Make sure your customers know what you're selling and when.

Think about:

Press releases, invitations, an event, and how you communicate to your customers.

Month 1:	Month 2:	Month 3:	Month 4:	Month 5:	Month 6:
Activity:	Activity:	Activity:	Activity:	Activity:	Activity:



DISCOVER: PREPARING TO WRITE A PRESS RELEASE ACTIVITY 7B

A press release tells the Press of new product launches. It needs to be **convincing** and needs to **persuade** the Press that your product launch is exciting

A good press release needs to be:

- ◆ Specific.
- ◆ Clear and easy to understand.
- ◆ Include all the necessary information.
- ◆ Include contact details: who you are, what you do, and where people can reach you.
- ◆ Eye catching – it's advisable to include images. Lay out the press release in a way that is easy to read.

A press release is distributed to editors, local news agencies and media outlets.

DO:

- ◆ Use language appropriate to the target audience.
- ◆ Put the most essential details first.
- ◆ Include relevant visuals to make your document more interesting.

DON'T:

- ◆ Go overboard with graphics, fonts, and colors – keep it simple.
- ◆ Forget to include relevant contact information.

Students should use their marketing plan from activity 7A.





DISCOVER: PREPARING TO WRITE A PRESS RELEASE ACTIVITY 7B continued

In preparation for writing a press release, in groups plan the press release and list the positives of your brand.

Consider the following:

- 1 **the concept** of the range – include an insight into target customer
- 2 **mode of promoting the range**, for example a cat walk show, a video or a promotional event?
- 3 **the trend direction** of the range
- 4 **product offer** (the type of garments for example sports wear, party wear)

key adjectives to be included in the press release

October 27, 2019

SHARED MOMENTS, MANGO'S AW19 CAMPAIGN, REFLECTS THE INTIMATE NATURE OF MOMENTS SPENT TOGETHER

Starring **Anna Ewers, Rebecca Leigh Longendyke, Kaya Wilkins, Mathias Lauridsen** and **Hugo Sauzay**.



The garments in the Woman collection, of Bohemian inspiration, have been created from ecological and recycled materials. **4**

Barcelona, 26 august 2019
Mango presents Shared Moments, the new campaign for the Autumn/Winter 2019 season.

Shared Moments concept of togetherness, community through a video and images that highlight the intimacy and naturalness of moments **1**

spent together. The images and the video are by the iconic photographer Glen Luchford.

The mixed campaign stars give character to a winter theme featuring the landscapes of Scotland. The cult Scottish singer Donovan features in the soundtrack of the campaign video. **2**

In the coming weeks **This idea will be reinforced through Mango's social networks.**

The designs, with a Bohemian air and inspired by travellers, appear in an **autumnal** range of brown hues, **neutral** colours and check prints and Indian batik patterns in dresses with a retro air, **romantic** blouses, midi and pleated skirts, **comfortable** maxi-coats and knitted capes, and barrel-style trousers.

Accessories such as high-length and cowboy boots, banderoles and 70s style belts add personality to the outfit. **3**



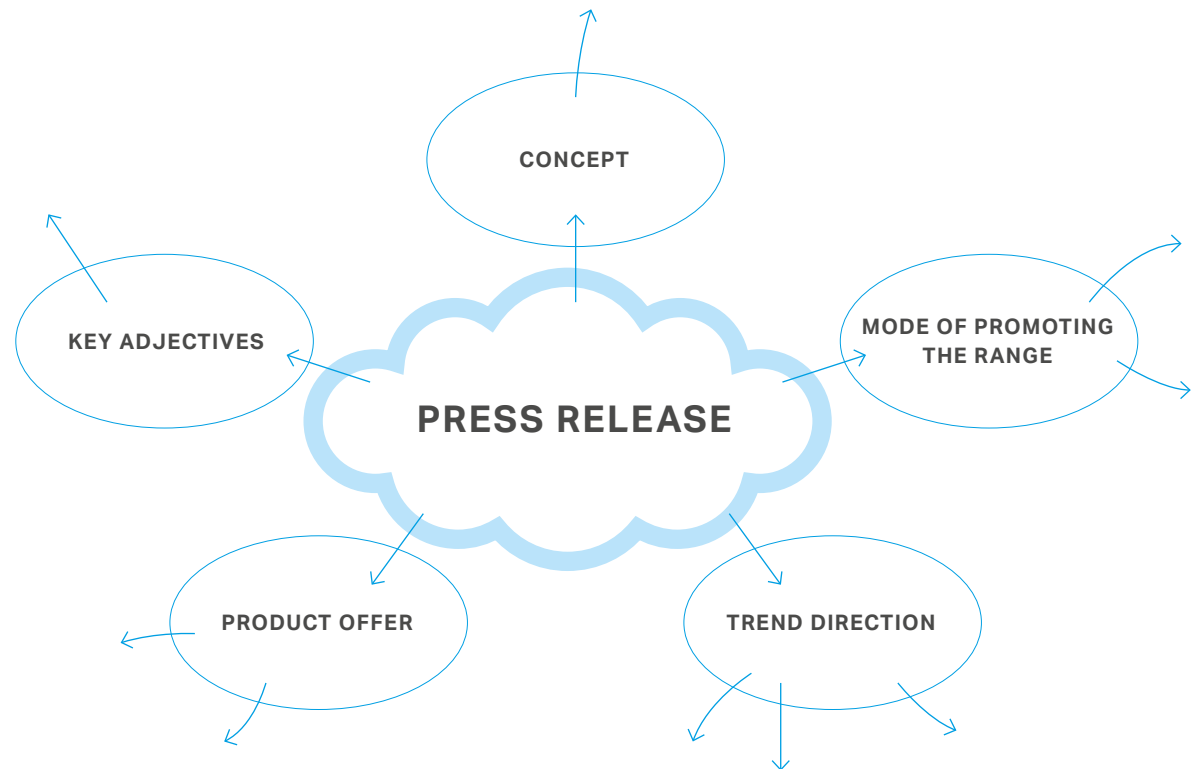
DISCOVER: PREPARING TO WRITE A PRESS RELEASE ACTIVITY 7B continued

Press release mind map

Use this page to plan your press release, using your own mind map.

Consider the following:

- ♦ **the concept** of the range – include an insight into target customer
- ♦ **mode of promoting the range** – is a cat walk show planned or some promotional event?
- ♦ **the trend direction** of the range
- ♦ **product offer** (the type of garments for example sports wear, party wear)
- ♦ **key adjectives** to be included in the press release





DISCOVER: WRITING A PRESS RELEASE ACTIVITY 7C

Write a press release on one side of A4.

As before, include:

- 1 **the concept** of the range – include an insight into target customer
- 2 **mode of promoting the range**, for example a cat walk show, a video or a promotional event?
- 3 **the trend direction** of the range
- 4 **product offer** (the type of garments for example sports wear, party wear)

key adjectives

Also consider and include:

- ♦ **the brand name**
- ♦ **the date and season of the launch**
- ♦ **target audience**
- ♦ **how you write about the brand** (You could use your mission statement from lesson 1 to help you write this section).
- ♦ some relevant visuals and images

PRESS RELEASE: 19 March

WINONA RYDER AND ELIZABETH OLSEN STAR IN H&M'S SPRING 2018 CAMPAIGN FILM

For Spring 2018 at H&M, fun, feminine and floral-printed pieces take on **voluminous** shapes for statement-making modern women all around the world.



Wardrobe heroes such as **flowing** dresses, wide-leg trousers, jeans and **sophisticated** blouses are updated with embroidery, asymmetric hems and **cascading** ruffles. Black and white dominate with pops of red and light blue.

The H&M Spring 2018 collection will launch in stores and online on 22 March.

To accompany the collection, a special campaign film was made starring Winona Ryder and Elizabeth Olsen. It also features a diverse cast of strong women, including the models **Andreea Diaconu, Anna Ewers, Imaan Hammam** and **Naomi Shimada**, and singer/songwriter **Andrea Valle**.

The film takes us to Buenos Aires, where a celebration of female empowerment and friendship spills out from a local café and into the streets. Meanwhile, the print campaign, also shot in picturesque Buenos Aires, stars Andreea Diaconu, Anna Ewers and Imaan Hammam.



EXPLORE: FIELD TRIP TO ST BRIDE FOUNDATION PRINT MUSEUM ACTIVITY 7D

Established in 1891 with a clear social and cultural purpose, St Bride Foundation is one of London's hidden gems.

Housed in a beautiful Grade II listed Victorian building, St Bride Foundation was originally set up to serve the burgeoning print and publishing trade of nearby Fleet Street, and is now finding a new contemporary audience of designers, printmakers and typographers who come to enjoy a regular programme of design events and workshops.

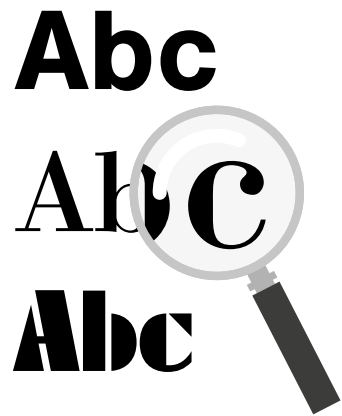




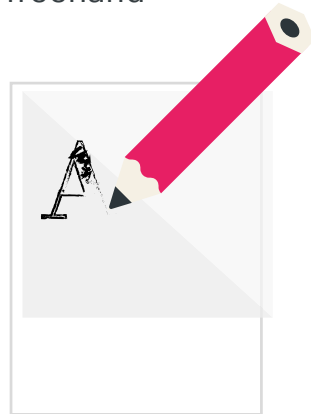
EXPLORE: FIELD TRIP TO ST BRIDE FOUNDATION PRINT MUSEUM
ACTIVITY 7D continued

Look at the different typography in the museum:

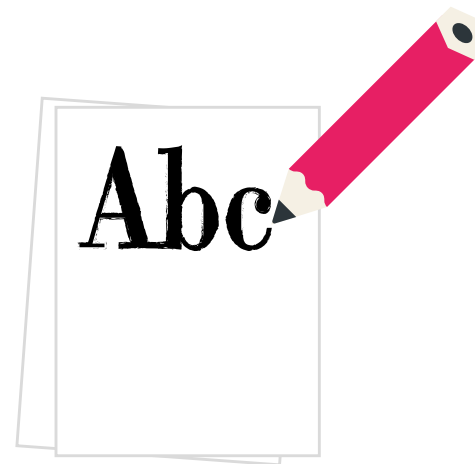
1. choose three Fonts that you think would work with your brand



2. copy the letter styles. You could use tracing paper or draw them freehand



3. create a letter style of your own



4. look at how newspapers are laid out and make notes





CONNECT: PRESENT, DISCUSS, EVALUATE ACTIVITY 7E

Following the field trip, you can present, discuss and evaluate your learning from the field trip activities.

When you get back to the classroom go back to their press release:

- ♦ Look at the layout and fonts
- ♦ Try changing around the position of words and images
- ♦ Try changing font style and size
- ♦ Consider adjusting your layout
- ♦ Change the fonts.

Describe how they have developed their press release.

Findings could be incorporated into your final presentation (see Final Presentation brief page 17).

Note the use of font size, colour and placement

Note the choice of photograph where the colour of the dress stands out.

**PIONEER
THE
PRESENT**

**BRINGING BACK
THE PRAIRIE DRESS**

You may want to raid your grandma's archive of dresses and hop on the prairie dress trend this spring. Prairie dresses are back and while we're continuing to modernize old-fashioned standards for women, we can also modernize the old-fashioned wardrobe staple.

Prairie dresses are modestly designed silhouettes with high necklines, floor-length hems and sleeves reaching the wrists. Many have balloon sleeves for extra flow, and some necklines have a decorative peterme or collar. Although the construction of the silhouette is modest, it is not boring. The quirky prints, colors and textiles radiate an outré personality. The bohemian dress will make you look sweet and charming while making a statement.

Not all prairie dresses are structured the same as there are different styles, including baby doll, bib, maxi and more. Some dresses can be more flattering with defined waistlines or hems reaching the knee to expose more skin. Baby doll style has a long, sheer hemline overlaying a

knee-length hemline; bib style features a vintage, ruffled collar; and maxi style has a hemline hitting the ankles with a fitted top while flowing at the bottom.

Designer Botshova Hay redefined sexy with the prairie dresses in her Spring 2019 collection. The collection featured the dress with mixed prints and various colors. In particular, Hay showcased a dress with a red gingham top and pink roses below the waistline and at the collar. The long-sleeved dress was styled underneath a shoulder-sleeved sea blue dress with a shorter hemline. Hay's childlike, feminine dresses have been worn by celebrities such as Natalie Portman and Lena Dunham.

Springtime is your chance to replace your dull wardrobe with lighter hues. The air is fresher, birds are chirping and plants are blossoming. You're finally able to let go of heavy layers and embrace lightweight dresses in lighter colors. Classic prairie dresses incorporate pastels, complex prints and trims with romantic lace and ruffled detailing. Try styling the whimsical dress with chunky sneakers, western boots or platforms with socks.

Though prairie dresses were originally worn by pioneer women, the style has evolved and made a comeback it may fall outside of your comfort zone, but like most trends, the more you see it, the more you'll want to give it a shot.

WRITER: GINA NAVAROLI
PHOTOGRAPHER: GEMMA DARR
STYLIST: SARAH ASUDAYEH
MAKE UP: KATHRYN REMY
CASTING: TORI TULLIO



CONNECT: PRESENT, DISCUSS, EVALUATE

ACTIVITY 7E continued

Following the field trip, you can present, discuss and evaluate your learning from the field trip activities.

When you get back to the classroom go back to their press release:

Work out how you can make your work have more impact.

Look at the layout and fonts

Try changing around the position of words and images

Try changing font style and size

Consider adjusting your layout

Change the fonts?

Describe how you have developed your press release:

You could create invitations and a magazine page for homework.

Findings could be incorporated into their final presentation (see Final Presentation brief page 17)

If you are using a blog you could create a QR code.

You could photograph and document all developmental work.



CONNECT: PRESENT, DISCUSS, EVALUATE
ACTIVITY 7E continued

Go back to your press release and look at the layout and fonts. Try changing around the position of words and images. Try changing font style and size.





CONNECT: THE FINAL PRESENTATION ACTIVITY 7F

In the fashion business world, you are often asked to present your ideas to others. Presenting is therefore an important skill to master.

Your weekly activity in your blog or worksheets will help you with your end of nine-lesson session presentation.

OPTION 1

At the end of lesson 7:

Show your group journey so far and indicate what you have learnt.

- ◆ present your press release
- ◆ explain why you chose fonts and layout
- ◆ explain why you wrote the press release in the way they did – mentioning the mode of promoting, trend direction, product offer





CONNECT: PERFORMING AND EVALUATING ACTIVITY 7G (Optional)

The discussion questions opposite could be considered whilst you watch each group presenting. Discussions could be as a whole class or small group discussion.

Each group's answers could be verbal or written on the board, flip chart or in their workbooks.



If you WATCHED the presentation:

- ♦ Did you enjoy the presentation?
- ♦ What did you like most about the presentation?
- ♦ Was the press release effective in getting you excited about the brand?



If you GAVE the presentation:

- ♦ How did you feel the presentation went?
- ♦ What went well when presenting?
- ♦ What could have been improved on when presenting (consider: speed of delivery, images used in the PP slides, content)

Evaluate your progress in your workbooks or your blog space.



CONNECT: LESSON REFLECTION WORKSHEET ACTIVITY 7H

Reflecting on the range activities will help you better understand what you have learnt. Take time to answer the below questions and reflect on your learning experience.

1. What did you learn about writing a press release?

2. What new skills did you learn?

3. What did you enjoy most?

4. What skills would you like to develop?

HOW WELL DID YOU...



focus on the activities?

discuss brands and what they mean to you?

come up with different ideas?

link ideas together?
work co-operatively with others?

show commitment to a final presentation?

how well did you work with others?
