

UNITED COLORS
OF BENETTON.



FLEUR SMAILES

MARKETING PROPOSAL BENETTON

ALL THE COLOURS OF THE WORLD

UNITED COLORS
OF BENETTON.



FLEUR SMAILES

**THIS IS MY MARKETING PROPOSAL FOR
BENETTON, SHOWING HOW THEY CAN
UTILISE THE SDGS TO PROMOTE THEIR
BRAND WHILE ALSO DRIVING POSITIVE
CHANGE. I HOPE YOU ENJOY IT!**

ALL THE COLOURS OF THE WORLD

UNITED COLORS
OF BENETTON.

TACKLING ALL THE COLOURS OF THE WORLD (THE SDGS)



THE SDGS ARE THE 17 SUSTAINABLE DEVELOPMENT GOALS, ADOPTED BY ALL UNITED NATIONS MEMBER STATES IN 2015 AS PART OF THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT. BENETTON CAN USE THE SDGS TO DRIVE POSITIVE CHANGE WHILE STRENGTHENING ITS BRAND. BY PROMOTING THESE GOALS THROUGH THEIR ADVERTISING, BENETTON CAN BE RECOGNIZED AS THE BRAND THAT BROUGHT THE SDGS TO THE PUBLIC'S ATTENTION. THERE ARE TWO APPROACHES TO ACHIEVE THIS.



ALL THE COLOURS OF THE WORLD



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FLEUR SMAILES

APPROACH 1

BENETTON

ALL THE COLOURS OF THE WORLD

EVERY MONTH, BENETTON LAUNCHES A NEW POP-UP OR CAMPAIGN FOR EACH INDIVIDUAL GOAL, HIGHLIGHTING HOW THE BRAND DIRECTLY ADDRESSES THESE GLOBAL ISSUES - HERE ARE SOME EXAMPLES...



ALL THE COLOURS OF THE WORLD

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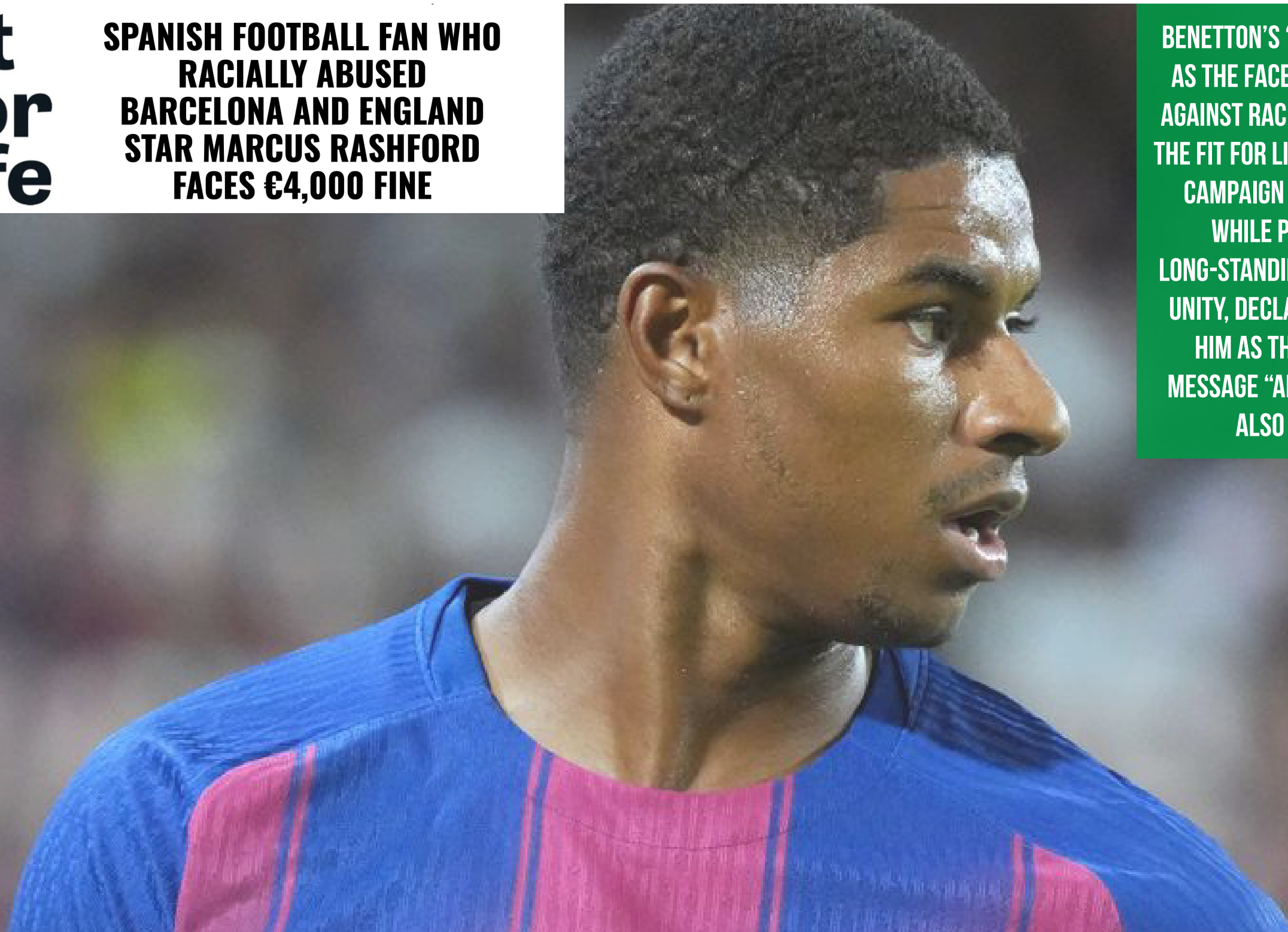
FIT FOR LIFE



FLEUR SMAILES



**SPANISH FOOTBALL FAN WHO
RACIALLY ABUSED
BARCELONA AND ENGLAND
STAR MARCUS RASHFORD
FACES €4,000 FINE**



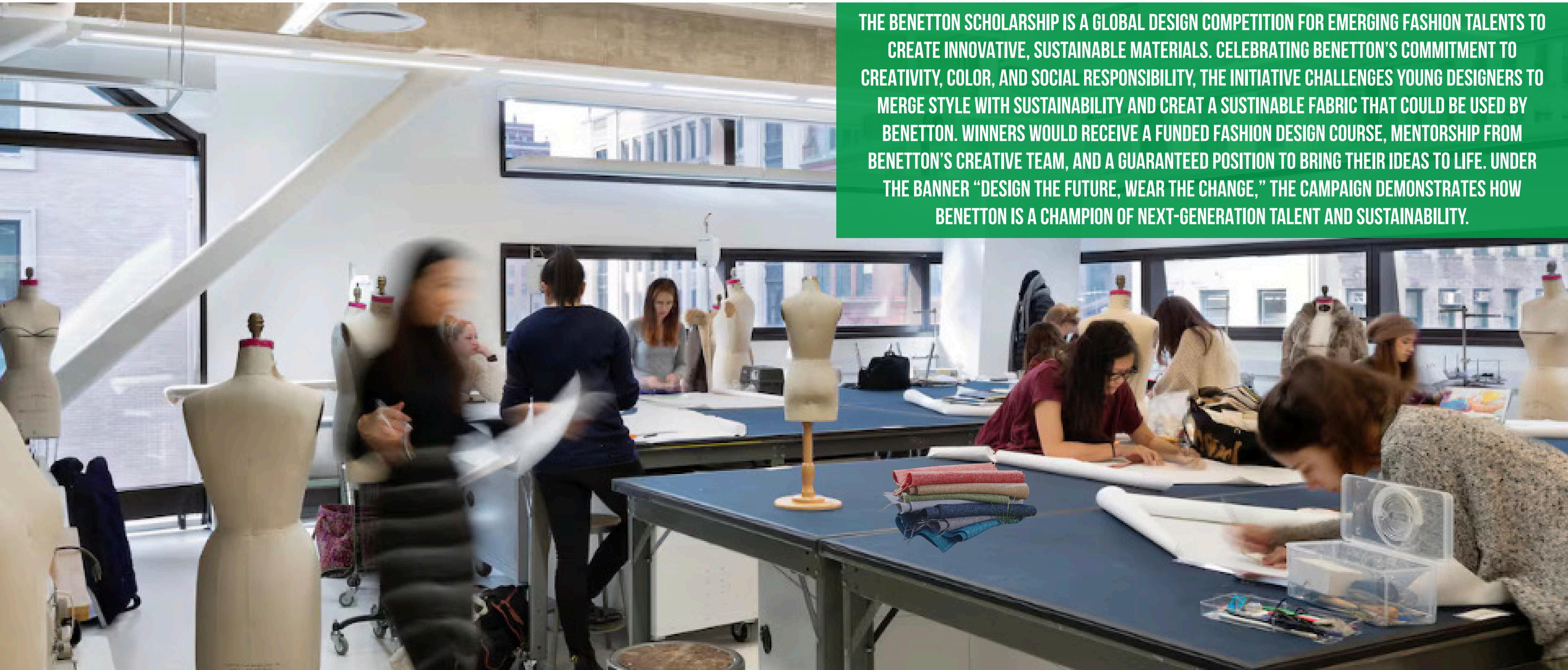
BENETTON'S "FIT FOR LIFE, UNITED AGAINST RACISM" CAMPAIGN WOULD FEATURE MARCUS RASHFORD AS THE FACE OF A GLOBAL MOVEMENT CELEBRATING DIVERSITY IN SPORT AND TAKING A FIRM STAND AGAINST RACISM. UNESCO AND THE BARÇA FOUNDATION ARE CO-ORGANIZING THE OFFICIAL LAUNCH OF THE FIT FOR LIFE NETWORK AGAINST RACISM, FOCUSED ON COMBATING DISCRIMINATION IN SPORTS. THE CAMPAIGN FOLLOWS AN INCIDENT IN WHICH RASHFORD WAS RACIALLY ABUSED BY A SPANISH FAN WHILE PLAYING FOR BARÇA. IN PARTNERSHIP WITH UNESCO, BENETTON COULD DRAW ON ITS LONG-STANDING COMMITMENT TO ACTIVISM AND COLOR TO TURN MOMENTS OF HATE INTO SYMBOLS OF UNITY, DECLARING, "AT BENETTON, WE DON'T STAND FOR THIS." SPONSORING RASHFORD AND HAVING HIM AS THE FACE OF BENETTON SPAIN ALONGSIDE OTHER DIVERSE ATHLETES, PAIRED WITH THE MESSAGE "ALL COLORS. ONE TEAM.", THE CAMPAIGN PROMOTES INCLUSION AND EQUALITY. THIS WILL ALSO GIVE BENETTON A TRENDY, COOLER IMAGE, SPONSORING SUCH A YOUNG ATHLETE.

ALL THE COLOURS OF THE WORLD

INCLUSIVITY



THE BENETTON SCHOLARSHIP



THE BENETTON SCHOLARSHIP IS A GLOBAL DESIGN COMPETITION FOR EMERGING FASHION TALENTS TO CREATE INNOVATIVE, SUSTAINABLE MATERIALS. CELEBRATING BENETTON'S COMMITMENT TO CREATIVITY, COLOR, AND SOCIAL RESPONSIBILITY, THE INITIATIVE CHALLENGES YOUNG DESIGNERS TO MERGE STYLE WITH SUSTAINABILITY AND CREATE A SUSTAINABLE FABRIC THAT COULD BE USED BY BENETTON. WINNERS WOULD RECEIVE A FUNDED FASHION DESIGN COURSE, MENTORSHIP FROM BENETTON'S CREATIVE TEAM, AND A GUARANTEED POSITION TO BRING THEIR IDEAS TO LIFE. UNDER THE BANNER "DESIGN THE FUTURE, WEAR THE CHANGE," THE CAMPAIGN DEMONSTRATES HOW BENETTON IS A CHAMPION OF NEXT-GENERATION TALENT AND SUSTAINABILITY.

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BENETTON RECYCLE



FLEUR SMAILES



THIS IDEA COULD BE USED FOR BENETTON. IMAGINE TRANSFORMING YOUR OLD CLOTHES INTO SOMETHING NEW AND UNIQUELY YOURS, WITH EASE. INTRODUCING BENETTON RECYCLE, A REVOLUTIONARY SELF-SERVICE EXPERIENCE. AT BUSY SHOPPING CENTRES, THE BENETTON RECYCLE MACHINE INVITES YOU TO BRING IN YOUR USED CLOTHING, DEPOSIT YOUR ITEM, INPUT YOUR SIZE, MATERIAL, AND STYLE PREFERENCES, YOU'LL THEN BE GIVEN A CHOICE OF TAILORED DESIGN PROPOSALS TO TURN YOUR GARMENT INTO. WITHIN A WEEK, YOUR REDESIGNED GARMENT WILL ARRIVE AT YOUR DOOR, REMADE BY EXPERT TAILORS, KEEPING YOUR STYLE VIBRANT AND YOUR WARDROBE CIRCULAR. NO WASTE. SUSTAINABLE STYLE, COLOURFUL, CREATIVE, AND ALWAYS MOVING FORWARD.

ALL THE COLOURS OF THE WORLD

FAST FASHION

13 CLIMATE ACTION



UNITED COLORS
OF BENETTON.



FLEUR SMAILES

APPROACH 2

BENETTON

ALL THE COLOURS OF THE WORLD

ALL OVER THE WORLD, DIFFERENT POSTERS DEPICTING THE BRUTAL REALITY OF EACH OF THESE GOALS ARE DISPLAYED - SIMILAR TO WHAT BENETTON HAS DONE WITH SOME OF ITS OTHER AD CAMPAIGNS.

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SDGS CAMPAIGNS



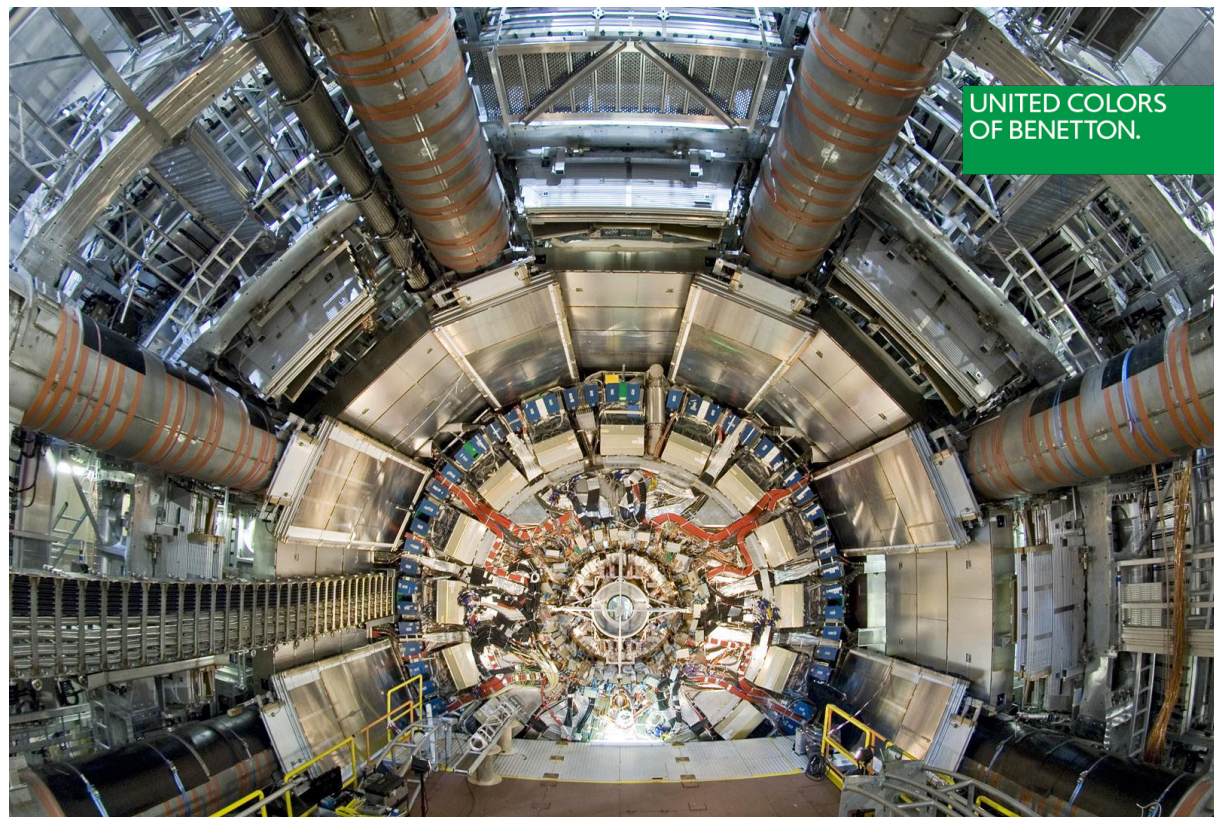
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UNITED COLORS OF BENETTON.

ALL THE COLOURS OF THE WORLD

SDG'S BEING TACKLED

