

GROUP PROJECT 19

Report



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INTRODUCTION

Goal: Responsible
consumption
and production

Amazon

**Environmental Defense
Fund**

Weber Shandwick

H&M

Edelman

ORGANIZATION DESCRIPTIONS

Edelman

Founded in Chicago in 1952, Edelman is a preeminent international communications firm that now offers digital marketing, branding, and crisis management in addition to traditional PR services. Edelman is known for its goal-oriented strategy and highlights the importance of communication in tackling societal issues in its yearly "Trust Barometer" report. The firm takes delight in helping companies on this path and encourages them to embrace a clear purpose that goes beyond profit. Edelman's creative campaigns are shaped by core principles such as quality, ethics, and curiosity, which establish the company as a major force in influencing public perception and promoting change.

H&M

H&M, which stands for Hennes & Mauritz AB is a multinational clothing retail company that has gained global recognition. It was established in 1947 by Erling Persson and has now become one of the most well known fast fashion retailers worldwide. Operating in many countries, H&M offers a range of trendy and affordable clothing and accessories, for men, women, teenagers and children through its extensive network of stores. One notable aspect of H&M is its dedication to making fashionable and accessible clothing available to a customer base. By following the fast fashion model, H&M promptly responds to changing fashion trends while ensuring a turnover of inventory.

Amazon

Amazon was founded on July 5, 1994 by Jeff Bezos. Although the company was originally established as "Cadabra," it was later published as Amazon, an online bookseller delivery website across 46 countries (MJE). In 1998, Amazon expanded its company past book deliveries resulting in high profits. In February 2005 Amazon launched their two-day delivery subscription for online deliveries known as Amazon Prime. The company now strives to be a customer-centric company for Earth.

ORGANIZATION DESCRIPTIONS

Weber Shandwick

Weber Shandwick is a marketing communications firm with the goal of being “the industry’s most inclusive agency.” The firm was founded in 2001 when the Weber Group, Shandwick International, and BSMG all merged together. Its headquarters are located in New York City and Weber Shandwick has offices across six different continents. The agency’s impact work is focused on 1) diversity, equity, and inclusion, 2) sustainability and 3) mental health.

Environmental Defense Fund

The Environmental Defense Fund is a nonprofit organization aimed at protecting natural resources, stabilizing climate change, and supporting human health. They initially started as a small group of scientists and lawyers in 1967 fighting to save osprey from the possible extinction due to the pesticide DDT. Today, they are a global organization with about 3 million members and supporters. They also have a team of nearly a thousand scientists, lawyers, and economists working together to protect the environment and enact policy change around the world.

ORGANIZATION TEAMWORK



Strategy

Overall, our strategy involves targeting sixteen to thirty year-olds. Weber Shandwick will focus on digital marketing and social media, and connect people from the different agencies and companies involved in the project. Edelman will focus on the event planning and marketing of the event.

Tactics

Event :

There will be a clothing drive where people can donate clothes and be entered into a raffle to win prizes.

Advertisements:

There will be digital ads on websites as well as billboards for the event in New York City.

Social media:

We will use Instagram, TikTok, YouTube, and X/Twitter to make posts with facts about sustainable clothing production and fast fashion. There will also be links to the campaign website with information about sustainable fashion. Influencers associated with H&M will make sponsored posts, such as Gigi Hadid and Maisie Williams

Owned Media:

There will be a website for the campaign and an exclusive clothing line from H&M fulfilled through Amazon that is sustainably made and utilizes recycle materials. Proceeds from the clothing will go to the Environmental Defense Fund.

Budget

- \$300,000 overall
- Cost for Agency: \$30,000 per month for a total of \$180,000 over the 6-month campaign
- Event Cost: \$50,000
- Additional Expenses: \$70,000
 - Celebrity sponsorships, production cost for the clothing line and other costs.

Results

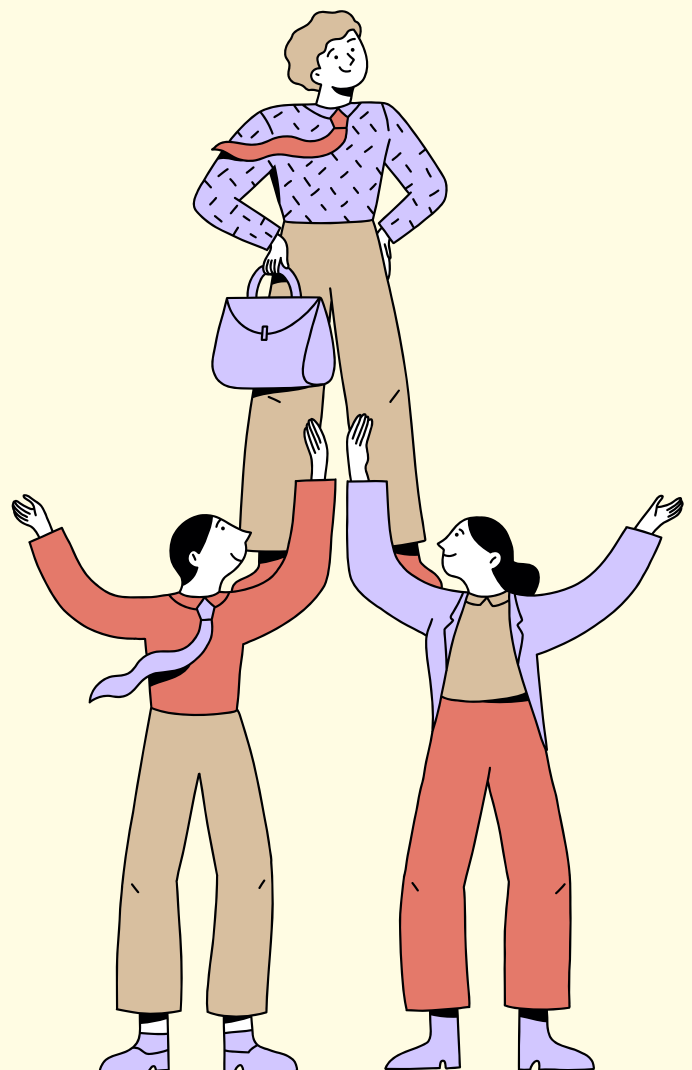
The results of the campaign would be to reduce the consumption and production of fast fashion and bring awareness to sustainable production.

SMART objective:

Increase awareness of fast fashion among 16-30 year old consumers by 20% over 6 months.

Duration

The duration period is expected to be six months



EVENT DETAILS

Event Outline

The event will take place at the H&M store at New York City in Herald Square.

Who should be invited:

Gigi Hadid and Maisie Williams, will be invited. Gigi Hadid is a popular model and influencer that is currently partnered with H&M. Maisie Williams is an actress that is a Global Sustainability ambassador for H&M. There will also be the H&M and Amazon marketing and executive team, as well as the Edelman and Weber Shandwick team and the Leadership team from the Environmental Defense fund.

Event promotion:

Promotion will include social media posts and billboards in New York City.

What makes it newsworthy:

At the event, Gigi Hadid will auction off some of her clothes and the proceeds will be given to the Environmental Defense Fund. Additionally, those attending will be donating clothes prior to the event to Amazon, who will then distribute them to shelters across New York City. At the event, there will be a raffle to win a piece of Gigi Hadid's closet for free, and other prizes will include free clothing from H&M and Amazon's collaboration and Amazon gift cards. How many pieces of clothing the person donates will be how many times their name is entered into the raffle. Other prizes will include free clothing from H&M and Amazon's collaboration and Amazon gift cards.

Event Flier

NYC Clothing Drive



**JANUARY 22, 2024
2 - 6 PM**

H&M Store Herald Square
1293 Broadway, New York, NY

Invited guest You are welcome to a clothing drive to bring awareness to sustainable production and consumption and help those in need. Amazon will distribute the clothes to homeless shelters around New York City.



By donating clothing, have the chance to win:

- Pieces from the H&M X Amazon sustainable clothing line
- Amazon gift cards
- A free piece from Gigi Hadid's closet!



Each piece you donate increases your chances of winning!



VISIT WWW.AMAZON.COM/CLOTHINGDRIVE



CLOTHING DRIVE

Promoting sustainable production and consumption.



OBJECTIVE

We hope to spread awareness of all the benefits to sustainably producing and consuming clothing. With this clothing drive, thousands of second hand clothing items can be distributed in a sustainable and efficient way. With this campaign, we strive to bring excitement around sustainability and bettering our environment.

SOLUTION

We will be having a clothing drive hosted at H&M at Herald Square in New York City. At the event, we will be inviting people to donate pre-loved clothing to homeless shelters across New York City. Amazon has also collaborated with the campaign and will be delivering the donated items to the shelters around the city. There will be a guest appearance by Gigi Hadid, a model and fashion icon, who will be joining the initiative in auctioning off some of her clothing. All proceeds from the auction will be given to the Environmental Defense Fund, a nonprofit organization that is dedicated to protecting the environment. A few individuals who donated clothing will be chosen at random to win various prizes, including the chance to win an article of Hadid's clothing.

This will be made possible with the marketing done by Weber Shandwick and planning by Edelman. Weber Shandwick has connected so many companies and agencies across New York to make this campaign happen. Edelman has provided expertise planning to put on an event that will truly make a difference in the community. Those who choose to donate will be taking a step towards a more sustainable community.

CONTRIBUTORS

H&M
Amazon
Weber Shandwick
Edelman
Environmental Defense Fund

AT A GLANCE

WHERE

- H&M Herald Square, New York City

WHEN

- January 19-22, 2024

WHY

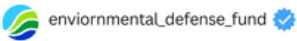
- To donate clothes sustainably



Newsworthiness

It is a human interest story because someone is winning an item of Gigi Hadid's clothing and many clothes will be donated to homeless shelters around New York City.

Environmental Defense Fund



Did you know?

Clothing production produces more carbon emissions than international flights and shipping combined.



Support sustainable production, and support our planet. Join us in the discussion against fast fashion.



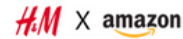
Sustainable production and consumption is a priority in the fight against climate change and for a healthier planet. Join us, @H&M, and @Amazon for a clothing drive at the H&M Herald Square location. #sustainablefuture #supportsustainablefashion

For Instagram



Help support us today! Visit <https://www.amazon.com/> and order entirely sustainable clothing made from recycled materials, brought to you by @H&M and @Amazon, and bring awareness toward sustainable production. #sustainablefuture #supportsustainablefashion

Help confront fast fashion and help support us.



Sustainably made and made of 100% recycled materials.

All proceeds go to the Environmental Defense Fund to support sustainable production and the fight against climate change.



6:10 PM · 1/2/23 ·

For X/Twitter

Amazon



Amazon @amazon

Donate your clothes to us for a chance to meet Gigi Hadid! Click the link to see how we are supporting sustainable production with @H&M and @environmental_defense_fund <https://www.amazon.com>



For X/ Twitter

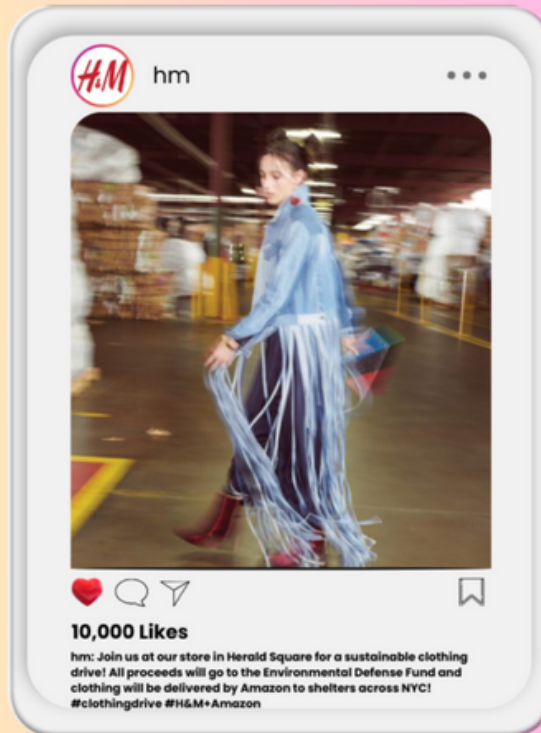


Amazon

We are teaming up with @H&M and @environmental_defense_fund to combat the rise of fast fashion with a clothing drive! Donate for a chance to meet @Gigi Hadid and @Maisie Williams in NY! 📺 Link in bio.

For Instagram

H&M



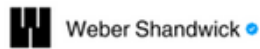
For Instagram

H&M H&M @hm

We are excited to announce that we will be hosting a clothing drive at our Herald Square store location! We are teaming up with Amazon and The Environmental Defense Fund to promote sustainability in the community. Visit the link in our bio to learn how you can participate! #ClothingDrive #H&M+Amazon

For X/Twitter

Edelman



Weber Shandwick is proud to announce that we will be partnering with @H&M to promote sustainable fashion. H&M blends sustainability with style and we are happy to be helping H&M with this eco-friendly journey. #H&M #StaySustainable #WeberShandwick



For X/Twitter



webershandwick Do you want a chance to meet Gigi Hadid? Donate to the Environmental Defense Fund for a chance to meet her and win a piece of her clothing! @h&m @gigihadid #H&M #StaySustainable #WeberShandwick

For Instagram

Weber Shandwick



edelman Would you be interested in meeting Gigi Hadid? If you donate to the Environmental Defense Fund, you might get to meet her and take home something from her from her closet! @h&m @gigihadid #H&M #Edelman #StaySustainable

For Instagram



Edelman is thrilled to work with @H&M in their continued effort to provide sustainable fashion. H&M brilliantly blends fashion and sustainability, and we are happy to support them in their environmentally responsible endeavors. #H&M #Edelman #RemainSustainable



For X/Twitter

SPEECH

Who: Fred Krepp, president of the Environmental Defense Fund
Where: At the event

Hello everyone, and welcome to Herald Square! I am Fred Krepp, the president of the Environmental Defense Fund. Firstly, I wanted to say thank you to H&M for hosting this wonderful event, which is for a very good cause. We're here today to address one of the many sustainable development goals outlined by the United Nations– sustainable production and consumption, and we've partnered with H&M and Amazon to bring awareness to this issue.

As president of the Environmental Defense Fund, it is my first and foremost priority to fight for the health of people, wildlife, and the planet, which is what our organization has set out to do for the past 56 years. By partnering with H&M and Amazon, who are leaders in the business of production and retail, we hope to set an example of sustainable production for other companies to follow and move towards more careful and responsible production that puts the environment first.

A total of 92 million tons of textile waste are produced each year globally, and, according to the United States Environmental Protection Agency, only 15% of textile waste is recycled in the US each year. Even then, only 1% of that recycled textile is made into new clothing. That is why Amazon and H&M have created a clothing line made entirely of recycled materials while utilizing sustainable production. It shows that, even when new products are produced, it can still be done in a way that utilizes old materials that, otherwise, would have been sitting in a landfill.



SPEECH

We would also like to spread awareness as to how we as consumers can be both reliable and sustainable in our consumption, and clothing is a perfect example. According to the UN Environment Program, the fashion industry produces about 8% of global CO2 emissions and is the second largest consumer of water. By donating and buying second-hand clothing, there can be a significant impact on global carbon emissions and water consumption that happens from the traditional manufacturing process. The clothing drive that Amazon conducted through this event will not only bring awareness to the importance of donating and reusing clothes, but also distribute an impressive amount of donated clothes to homeless shelters throughout New York City.

I am also very excited to announce that we will also be hosting an auction of clothes from one of H&M's partners, Gigi Hadid! All of the proceeds will go to the Environmental Defense Fund to help us continue to fight climate change and fight for sustainable production. Additionally, someone who donated from the clothing drive will be the lucky winner of a piece of clothing! The winner will be announced shortly after the event.

Lastly, I would like to thank H&M and Amazon for partnering with us to help make positive change for our world and the environment. I would also like to thank the very talented teams at Weber Shandwick and Edelman for helping to put together this event and spreading awareness of this cause. Thank you all and have a great evening!



THANK YOU



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