



SOS

‘STAMP OF SUSTAINABILITY’

IMC CAMPAIGN PROPOSAL

2025-2028



contents.

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"The 'Stamp of Sustainability' (SOS) campaign is designed to inspire sustainable living among Generation Z."

The **"Stamp of Sustainability"** campaign strategically **centers around TikTok as its primary platform for engaging Generation Z**. The TikTok account will feature easily **digestible and relatable content**, providing quick tips for sustainable living and **promoting eco-conscious choices**. To bolster and complement this primary effort, the campaign will **leverage Instagram, email marketing, and a dedicated website**. On Instagram, the campaign's account will showcase TikTok videos through the Reels function, **extending the reach of the content to a broader audience**, as well as infographics that will illustrate some sustainable practices and facts **aesthetically**. The account will include a direct link to the campaign's website in its bio, serving as **a gateway to more in-depth information and resources**.

The website, designed to be **user-friendly**, will host additional content, resources, and educational material related to sustainability. An email sign-up option on the website will **facilitate direct communication with supporters**, providing **regular updates, exclusive content, and newsletters** reinforcing the key messages shared on TikTok. It will also include a list of companies that have proven to act sustainably that individuals can use as **a reference when making purchases**.

In essence, while TikTok takes the forefront in **delivering quick and engaging sustainability content**, the integrated use of Instagram, email marketing, and the website will **work synergistically to amplify the campaign's impact**. This approach aims to create a comprehensive online presence, ensuring that the campaign's message resonates with Gen Z across various platforms and encourages them to **adopt sustainable practices in their daily lives**.



This **research emphasizes the urgent need for sustainability**, particularly in the context of the fashion industry, which significantly contributes to environmental degradation and pollution. The **fashion industry's demand has doubled in the last 15 years**, making it a major contributor to pollution, with **synthetic materials posing significant environmental and health risks**. The excessive consumption of clothing, coupled with impulse shopping **facilitated by technology and materialistic values**, exacerbates the problem. Despite Gen Z's interest in sustainability, their **materialistic behaviors, influenced by social media and rapid urbanization**, pose challenges. The research suggests that anti-consumption, **redirecting energy toward sustainable lifestyles, and raising awareness** about sustainable practices are crucial. The study also highlights the potential impact of Gen Z, with **recommendations for sustainable clothing consumption** and the need for businesses to **prioritize holistic sustainability over profit-driven motives**. The interview with Dr. Mandy Morrell underscores the interconnectedness of sustainability with various aspects of life and emphasizes **the importance of a paradigm shift in business practices** for a more equitable and viable future. Refer to the appendices for more in-depth research discussions.

issues researched:

linked to the appendices

Why sustainability matters (clothing centric)

How to actively be sustainable and make it count

Impulse Shopping

Gen Z

Qualitative primary research: Interview with Dr. Mandy Morrell



swot ANALYSIS

STRENGTHS

- **Relevance and Timeliness:**
 - Sustainability is a current and pressing global issue, making the PSA timely and relevant.
- Gen Z is a targetable demographic, and sustainability is important
- **Positive Image:**
 - Associating with sustainability can enhance the brand's image and demonstrate a commitment to social responsibility.
- **Wide Appeal:**
 - Sustainability appeals to a broad audience, allowing for a wide reach and potential impact.
- **Potential for Virality:**
 - Social media sharing and engagement are likely high for content related to sustainability, increasing the campaign's virality.

WEAKNESSES

- **Sustainability is subjective**
- Audience may not feel pressured to change
- **Overused Themes:**
 - Sustainability campaigns are common, and it may be challenging to stand out in a crowded space with a unique message.
- **Perceived Greenwashing:**
 - If the audience perceives the campaign as insincere or an attempt at "greenwashing," it could harm the brand's reputation.
- **Complex Message:**
 - Sustainability messages can be complex; simplifying without losing the essence may be challenging.

OPPORTUNITIES

- **Not enough reliable resources** that point consumers to sustainable companies
- **Convenient, concise, and accessible** resource for those who don't take the time to research sustainability practices
- **Collaborations:**
 - Partnering with environmental organizations or influencers can amplify the campaign's reach and credibility.
- **Educational Content:**
 - Create content that not only raises awareness but also educates the audience about sustainable practices and their impact.
- **Interactive Platforms:**
 - Utilize interactive media or online platforms to engage the audience actively and encourage participation.

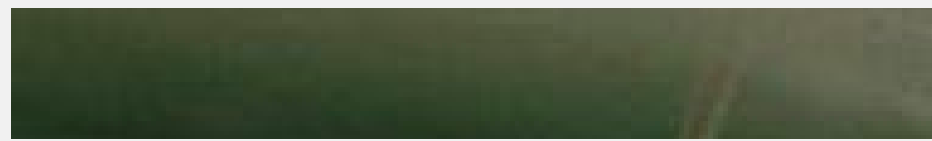
THREATS

- **Ignorance is bliss**
- Fast products = cheap prices
- Sustainable products = pricey
- Companies don't change due to consumer's change
- **Competing Messages:**
 - Other campaigns or messages may distract or overshadow the sustainability PSA.
- **Negative Feedback:**
 - The campaign may receive criticism or backlash if it is perceived as too preachy or not genuine.
- **Limited Resources:**
 - Budget constraints or limited resources may impact the campaign's effectiveness and reach.



Current Market

The current market for a sustainability public service announcement would be millennials in the United States, a consumer group known for its **strong emphasis on sustainability, social responsibility, and ethical business practices**. Positioned as the predominant consumer force before Generation Z, millennials wield considerable influence in this market. Notably, **41% of millennials contribute to the sustainable fashion sector**, showcasing their commitment to environmentally conscious choices. Moreover, this generation is at the forefront of the trend towards purchasing second-hand goods and furniture. In a testament to their values, **30% of millennials are willing to invest more in brands that prioritize sustainability and eco-friendliness**. Embrace the opportunity to connect with this socially conscious audience by aligning your brand with their values and preferences. (Gen Z and Millennials: The Generational Gap in Sustainable Consumption | Statista, 2022).



Industry giants such as IKEA, Patagonia, Alphabet (Google's parent company), Microsoft, Procter & Gamble, Walmart, Tesla, Unilever, and Clorox have not only **embraced the responsibility of carbon-free energy but have also spearheaded environmental and social responsibility campaigns**. Their collective commitment to sustainability serves as a beacon, **illuminating the way for our campaign's communication objectives**. As we draw inspiration from these corporate leaders, we strive to infuse urgency and purpose into our message, delivering not just awareness but a clear path for action, **ensuring that keeping America and the world beautiful truly becomes everyone's job**.

& Competitors

"Public Service Announcements (PSAs) play a pivotal role in shaping public attitudes."

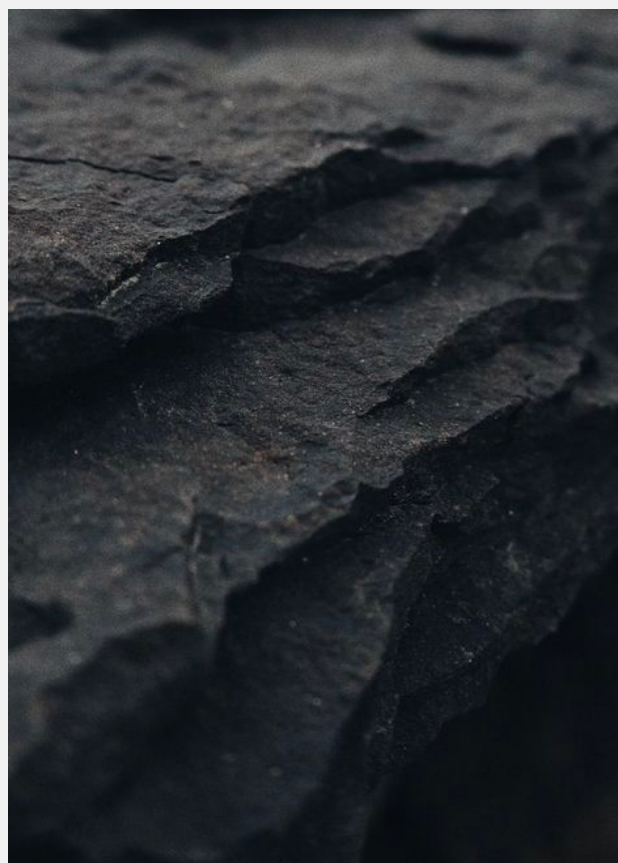
In a landscape filled with competing messages on sustainability, Public Service Announcements (PSAs) play a **pivotal role in shaping public attitudes**. These messages, ranging from authoritative to humorous, from fearful to urgent, **all strive towards the common goal of preserving America's beauty**—its water, air, and forests. However, the challenge lies in the **absence of a clear call to action or a directive on what individuals should do**. Enter the co-opetition of global business organizations in the sustainability messaging arena.

Target Persona

Meet Taylor, she is a **19-year-old college student** living in an urban area/college town. Taylor **loves all things fashion and uses TikTok** to gain style inspiration from fashion influencers and know all the fashion trends. She **works a part-time, minimum-wage job** while being a full-time college student to keep up with her fashion addiction. Taylor is **open-minded and inclusive**, so although she **enjoys shopping, she has a growing awareness of environmental issues** and is **willing to adopt more sustainable practices** as she is not set in her ways.



A **challenge** Taylor faces is having a **lack of awareness about sustainable alternatives and companies**. She is also **easily influenced by trends** and the **desire to fit in with her peers**. This **results in impulse purchases** based on what is most popular at the moment since **she trusts the influencers she follows**. However, despite her loyalty to influencers, she is **willing to change her behavior** if she is more knowledgeable about sustainability.



COMMUNICATION OBJECTIVES

Ways to **appeal to Taylor** would include **highlighting sustainable fashion options** that still **align with current trends** and can appeal to her sense of style. By also **shifting the content** Taylor constantly takes in **more intentional purchases** and “**de-influencing**” rather than impulsive purchases.

SOS can put out educational content for Taylor to consume. This will be done by **creating engaging and informative content on TikTok** and other platforms that educate Taylor about the **environmental impact** of certain products and the **benefits of sustainable choices**.

By understanding and addressing Taylor's materialistic tendencies while **providing appealing sustainable alternatives** can help guide them toward **more eco-conscious consumer behavior**.



Campaign Communication Objectives

As a public service announcement, **the communication goal of this campaign is awareness.** As mentioned above, many people, especially Gen Z, fall into the **pattern of impulse shopping and materialism**, which leads to unsustainable lifestyles. The aim is to **change that pattern of purchasing behavior by providing clear resources** where individuals can educate themselves to **promote a sustainable lifestyle** and help create a healthier planet. In an era dominated by TikTok trends and short attention spans, our campaign aims to **cut through the noise** and ignite a **sustainability revolution** among Gen Z.

Beyond creating awareness, we're on a mission to **make sustainable living relatable and entertaining.** By using quick, quirky content that mirrors their online habits, we're addressing the impulse shopping patterns of Gen Z, **encouraging them to shift towards mindful consumption.** Based on our experience as consumers, we will create a brand voice guideline and A/B test email marketing efforts to gauge a successful, relatable brand voice better. Our goal is to **spread the message and empower individuals** by providing accessible resources and **turning sustainability into a viral trend.**



In order to create a measurable level of awareness, the following **S.M.A.R.T. goals** have been set:

1. Social Media Following:

- a. **TikTok Following:** Aim for an initial **following of 5,000 on TikTok within the first three months**, with a **steady growth plan** to reach 500,000 by January 2028.
- b. **Instagram Following:** Start with a goal of **10,000 Instagram followers in the first three months**, gradually building to 750,000 by January 2028.

2. Website Interactions:

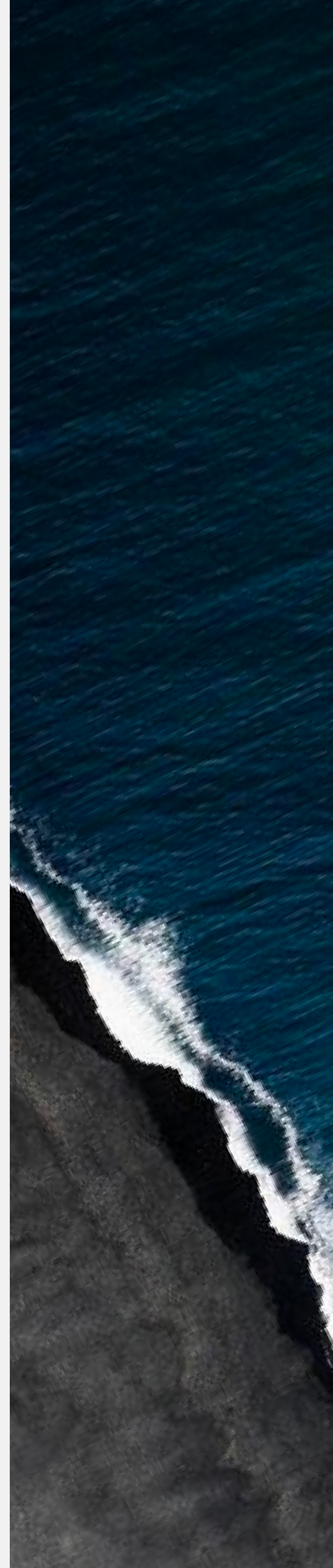
- a. Begin with a target of **50 website interactions per day in the first quarter**, gradually **increasing to 2,000 interactions a day** by the end of year two.

3. Hashtag Usage:

- a. Set a goal of **1,000 uses of the hashtag** within the first month, and **progressively increase** this number to 200,000 by January 2028.

4. Influencer Collaboration:

- a. Initiate **collaboration efforts with micro-influencers initially**, aiming for **partnerships with 2-3 influencers** within the first six months. Gradually **scale up to 12 paid quality influencers** supporting the campaign on Instagram and/or TikTok **by January 2028**.






MESSAGING STRATEGIES

"Having accessible information will ensure they have the tools to understand and embrace sustainable living, turning eco-conscious decisions into a natural part of their everyday lifestyle."

The campaign's messaging strategy that will be utilized to **best capture our target market** of Gen Z and motivate them to act sustainably will include social media, blogs, and emails. **Gen Z is a very online generation, and social media is one of the best ways to reach them.** Specifically, TikTok and Instagram have the greatest number of active Gen Z users. **Social media will allow a direct and efficient way to reach the target audience with minimum effort and money.** Once they follow the campaign SOS, Stamp of Sustainability, they can keep in touch by following the different social media accounts and signing up to the email subscription list from the SOS website. TikTok videos will highlight sustainable best practices, current sustainability news, and quick information snippets that **cater to Gen Z's preference for relevant, entertaining, quick, and authentic content** (Expert Panel, 2022). Instagram will house reels that mirror the TikTok page, as well as **interesting infographics that followers can download from the website.**

This allows them to **share the information to create a snowball effect and spread the message of SOS further.** Having accessible information will ensure they have the tools to understand and embrace sustainable living, **turning eco-conscious decisions into a natural part of their everyday lifestyle.** Organic searches will be utilized, as well as paid social media ads. These posts will all have captions that lead the viewer to the website where they can further learn about sustainability and the SOS campaign. The website aims to **equip Gen Z with a propensity for staying informed about current issues by providing easily accessible and informative content,** along with resources on sustainability, enabling them to make well-informed decisions while shopping.



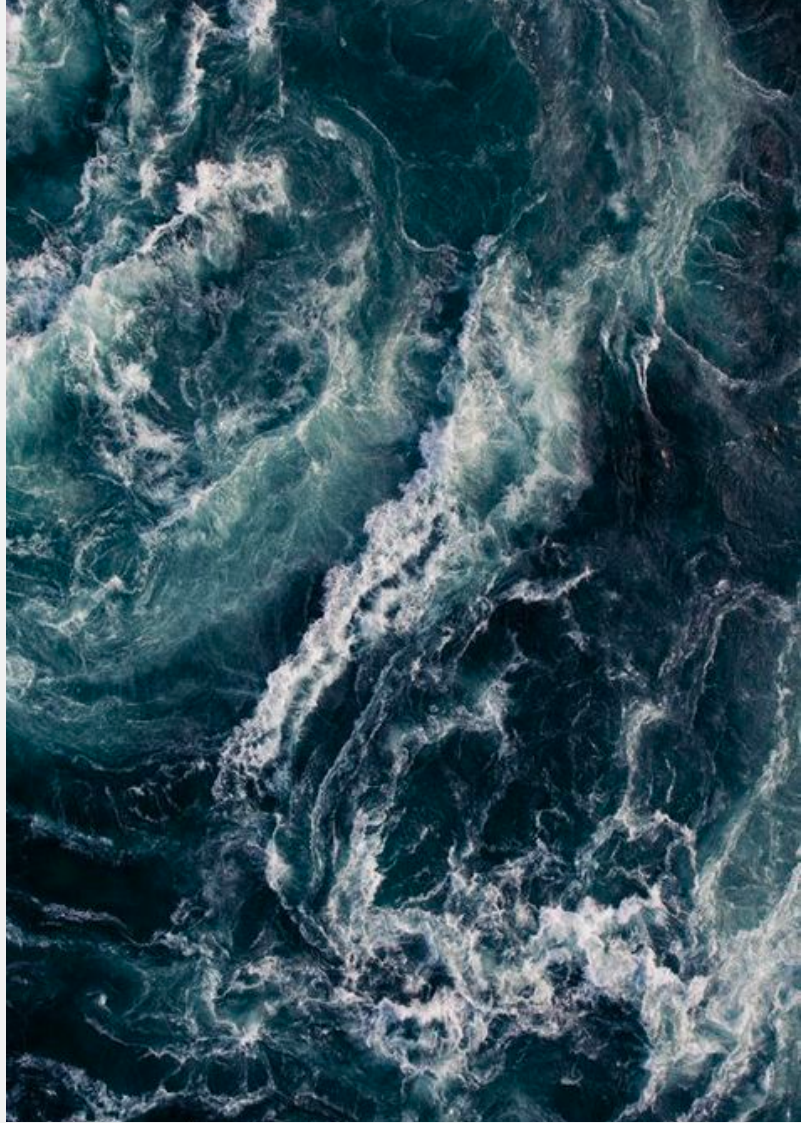


CREATIVE STRATEGY

The SOS brand adopts a **strategic and cohesive approach to engage Generation Z**. The logo, designed with urgency in mind, uses red to subtly convey emotions of **action, ambition, and attention**, fostering a deeper connection to the brand's mission. The circular design evokes nostalgia, while the straightforward typography ensures **readability and professionalism**, reflecting the campaign's mature and thoughtful discussions. The color palette, **inspired by natural imagery**, resonates with Gen Z's values of simplicity and sustainability. It captivates and establishes a culturally relevant connection, **evoking authenticity and environmental consciousness**.

The selected photography centers around protecting the planet, featuring **high-quality images** that capture its endangered beauty, emphasizing the urgency of the campaign and intensifying the call for immediate action. The overall brand tone, tailored for Generation Z, is centered around **mature, realistic, and research-based conversations**. By addressing the audience as intelligent, change-oriented, and knowledgeable individuals, the campaign seeks to **establish a connection built on respect** and recognition of Generation Z's discerning nature. The goal is to cultivate a meaningful dialogue that empowers this audience, **acknowledging their role as change-makers** in society and elevating the discourse on the critical issues at hand.

**See the appendices for
BRAND STANDARDS**



promotional mix overview



Navigating the **diverse landscape of promotional strategies**, our campaign hones in on advertising as a pivotal element to enhance awareness of sustainability among Gen Z. This targeted approach incorporates **five key elements**: infographics, short-form videos (on TikTok and Instagram reels), long-form videos, blogs, and email marketing. Infographics take center stage, **summarizing intricate sustainability concepts into visually compelling, bite-sized information nuggets**. They aim to capture the attention of the digitally immersed Gen Z, **seamlessly integrating eco-conscious ideas into their daily digital experiences**. Short-form videos on platforms like TikTok and Instagram reels **leverage the power of swift content consumption**. These snippets convey the essence of sustainable living, **utilizing visual storytelling to embed eco-friendly habits into Gen Z's digital lives effortlessly**.

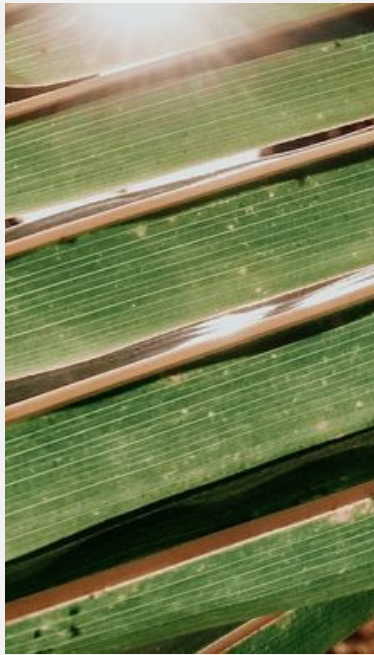
In contrast, long-form videos provide in-depth explorations into sustainability, growing a **genuine connection through a blend of entertainment and education**.



"The primary goal is to create and increase awareness of sustainability in Gen Z through relatable content."



These videos aim to encourage an in-depth understanding of sustainable practices. Blogs create a more contemplative space, **discussing more nuanced aspects of sustainability with insights, tips, and thought-provoking perspectives**. The written medium complements visual content, **conveying the urgency and significance of sustainable practices**. The campaign extends its reach into personal spaces through email marketing, **delivering personalized and informative content directly to inboxes**. This approach **aims to create a sustained connection, recognizing email's power in fostering community and loyalty**. In essence, this promotional mix, made up of infographics, short-form videos, long-form videos, blogs, and email marketing, is **tailored to resonate with Gen Z's digital landscape**. The objective is not just to raise awareness but to **inspire a cultural shift toward sustainable living in the Gen Z mindset**.



promotional highlight

Infographics

Short Form

Video

Long Form

Video

Website

Blog

Email

Marketing

Instagram Infographic

The infographics in the SOS Digital Campaign serve as powerful tools to **educate, empower, and inspire the target audience**. Each infographic strategically aligns with the brand's overall goal of **promoting sustainable living while creatively reinforcing the campaign's visual identity and values**. Through a visually engaging and informative approach, these infographics contribute to **building a strong connection between the brand and its audience**, fostering a community committed to positive change.



[see appendices for content](#)



Upcycle Current Clothes

This infographic is dedicated to illustrating the concept of upcycling current clothes as a **sustainable and creative practice**. It is intended to be **posted on both Instagram and TikTok** in the slide-through format. It visually **guides viewers on how to breathe new life into their existing wardrobe** items, emphasizing the positive environmental impact of upcycling. Key steps, such as **repurposing, embellishing, or combining pieces**, are presented in a **clear and inspiring format**. The strategy for this infographic is to **promote actionable steps for sustainable living** by encouraging viewers to **reimagine their current wardrobe**. By showcasing easy and innovative ways to upcycle clothes, the graphic aims to **instill a sense of creativity and empowerment in the audience**. This aligns with the broader campaign goal of **providing practical solutions for sustainable living**.

Instagram Infographic

The primary goal of the "Understanding Impulse Shopping Behavior" infographic is to **provide a visually appealing and insightful resource** that demystifies the complexities of impulsive buying. To ensure a strong visual impact, the infographic will **feature high-quality, relatable images that resonate with the audience.** These images will **complement the content**, offering a visual narrative that **aligns with the theme of each section**



Explore more insights and tips on our blog for more intentional shopping

[see appendices for content](#)



The overarching strategy remains **focused on driving traffic and engagement.** The call-to-action will be prominent, **directing viewers to explore more insights and tips on the brand's blog.** A compelling CTA, coupled with the enticing visuals, **will encourage viewers to take the next step in their journey toward smarter and more intentional shopping habits.** Through strategic dissemination **across social media platforms, email newsletters, and the brand's website,** the infographic will act as a traffic magnet, enticing users to visit the blog for deeper insights. This **strategy aims not only to inform but also to drive meaningful engagement,** fostering a community of conscious consumers



Short Form Video Strategy

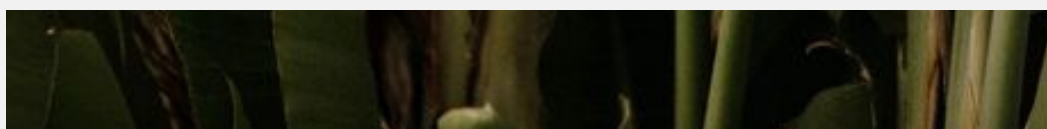
The short-form video strategy aims to **capture the attention of the TikTok and Instagram Reels audience**, providing **bite-sized yet impactful content** that aligns with SOS's sustainability message. By incorporating **diverse content themes and encouraging interaction**, the strategy seeks to build a community committed to sustainable living.

TikTok Storyboards

"Quick Sustainable Fashion Tips"

"SOS Upcycling Challenge"

These TikTok storyboards aim to **engage the audience through diverse content, inspiring sustainable living, and fostering a sense of community.**



Long Form Video Content Ideas

1. "Fashion Industry Deep Dive":

- a. Create an in-depth exploration of the environmental impact of the fashion industry, covering topics like fast fashion, textile production, and the importance of sustainable alternatives.

2. "SOS Sustainability Symposium":

- a. Host a virtual conference featuring experts in sustainability, fashion, and environmental science discussing key issues and innovative solutions. Share the recorded sessions for wider outreach.

3. "Eco-Friendly Lifestyle Series":

- a. Develop a series of longer videos exploring various aspects of an eco-friendly lifestyle, including sustainable home practices, ethical consumerism, and mindful living.

4. "SOS Sustainability Interviews":

- a. Conduct interviews with influencers, sustainable fashion designers, and thought leaders, discussing their journeys, insights, and the role of individuals in fostering sustainable change.

5. "Documentary on Upcycling Innovations":

- a. Produce a documentary-style video showcasing innovative upcycling initiatives worldwide. Highlight success stories, unique projects, and the impact of upcycling on communities.



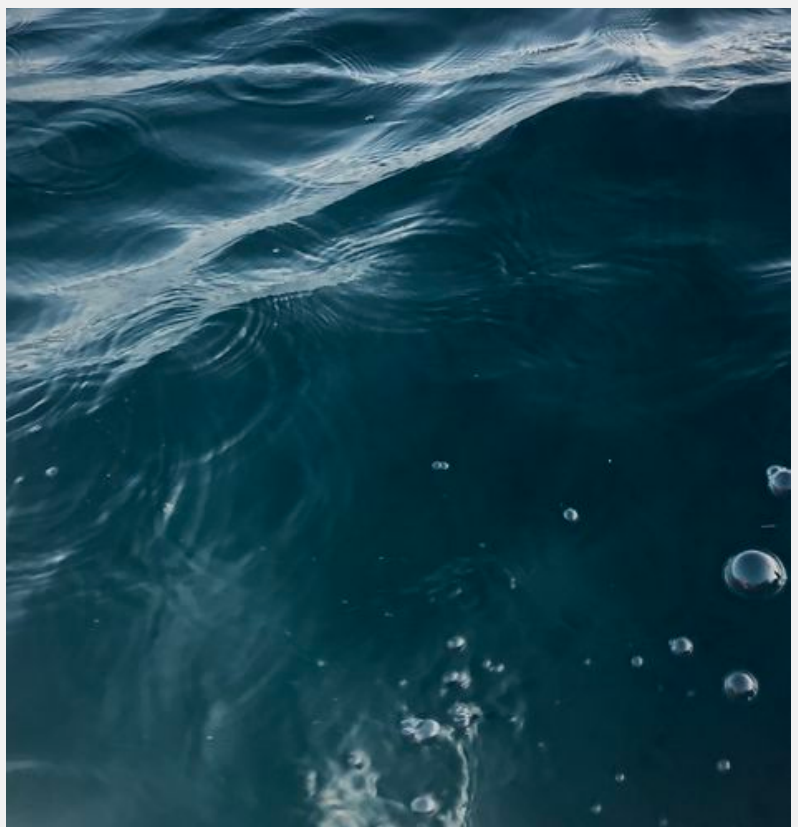
The **long-form video strategy for SOS** aims to provide an **immersive educational experience, delving into the complexities of sustainable living**. Through documentary-style content and expert interviews, the videos will explore the environmental impact of industries, particularly fashion. By **offering in-depth insights and storytelling, the strategy seeks to inform and inspire viewers to make informed and sustainable choices** in their daily lives, **fostering a community committed to eco-conscious living**.

SOS Website

[Website Link](#)

See appendices for visuals

The **SOS website strategy focuses on creating an engaging and informative online platform** that serves as an **educational hub for sustainable living**. The homepage prominently features the brand's mission, providing a clear introduction to **SOS's commitment to fostering eco-conscious practices**. With a user-friendly navigation system, the website ensures seamless access to various sections, prominently **highlighting a dedicated blog space and a resource center for downloadable infographics**. The blog, regularly updated with insightful posts, acts as **a dynamic source of information, covering diverse topics such as sustainable fashion, environmental conservation, and lifestyle choices**. Complementing the blog, the downloadable infographic resources offer **visually appealing and shareable content, making complex sustainability concepts easily digestible for the audience**. This dual approach not only **provides valuable information but also encourages users to engage with and share the content**, amplifying the reach of SOS's sustainability message. The website thus **serves as an essential tool in empowering visitors to make informed and sustainable choices in their daily lives**.





BLOG POSTS

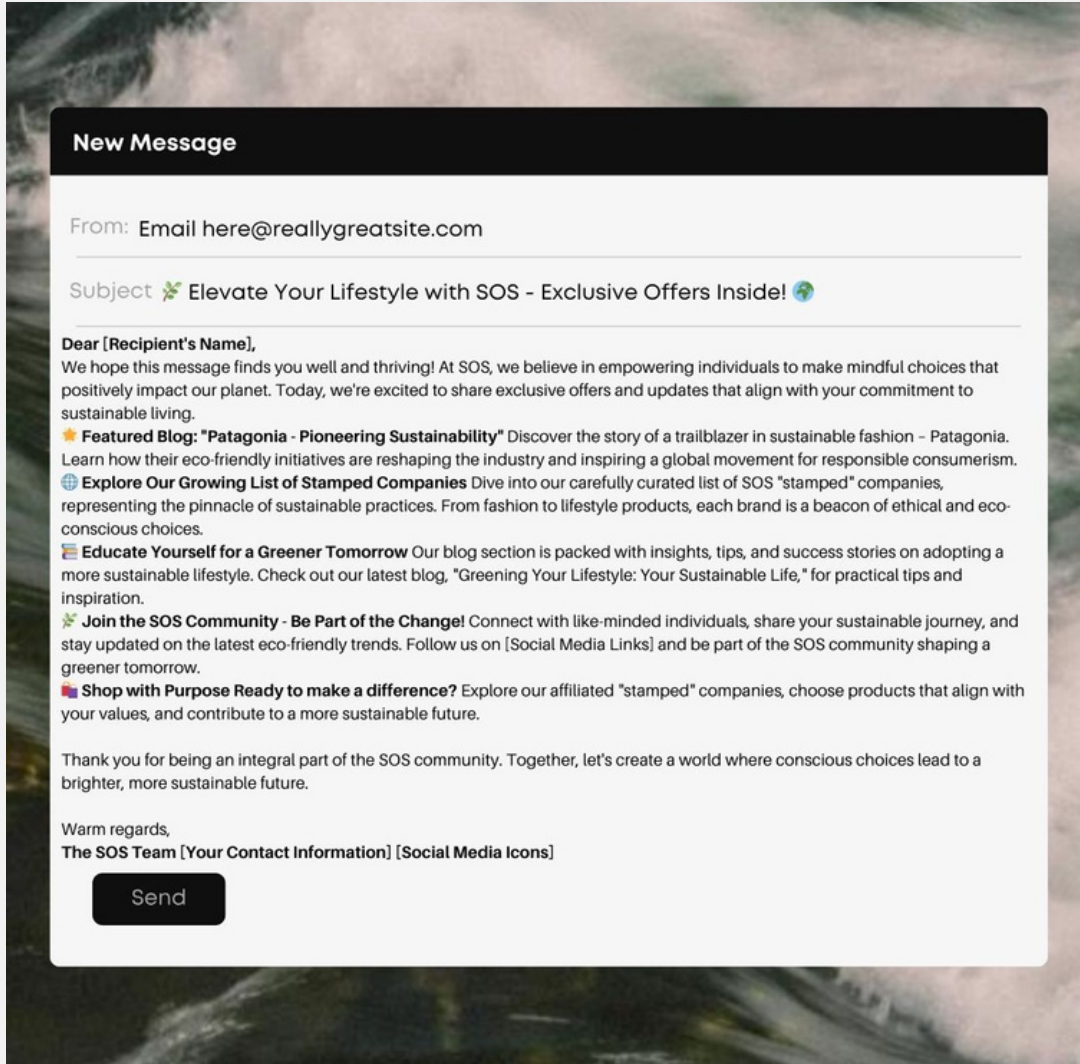
The **overarching strategy** for incorporating blogs into the SOS campaign is rooted in the brand's commitment to being a guiding force in the realm of sustainability education and eco-conscious living. **By crafting informative and inspiring content,** SOS seeks to **position itself not only as a curator of knowledge but as a trusted companion** on the journey towards a more sustainable lifestyle. The blogs collectively contribute to the brand's positioning as a thought leader in the sustainability space. **By consistently delivering high-quality content that educates, inspires, and empowers,** SOS **aims to carve out a niche** as a reliable source for individuals seeking to align their values with brands and practices that prioritize the planet.

Each blog is **strategically concluded with a call to action** directing readers to explore more on the SOS website. This not only **enhances user engagement** but also **directs traffic** to additional resources, creating a **symbiotic relationship** between the content-rich blogs and the brand's online presence.

The blog strategy for the SOS campaign is **a multifaceted approach that goes beyond disseminating information.** It's about **fostering a community,** inspiring action, and **positioning SOS** as a beacon of knowledge and guidance in the pursuit of a sustainable future.

See appendices for visuals

EMAIL MARKETING



The primary goal of the **email marketing strategy for SOS** is to **engage, educate, and inspire individuals to embrace sustainable living**. Through **targeted and well-crafted** email campaigns, SOS aims to **build a loyal community, drive traffic** to its website, and **encourage conscious consumer behavior**. The emails utilized in these campaigns will be **retrieved from the voluntary sign-up** on the website. Understanding that different audiences may have varying interests, **the email list will be segmented based on user behavior, preferences, and engagement levels**. Segments may include those interested in **sustainable fashion, eco-friendly lifestyle tips, or updates on "stamped" companies**.

SOS *promotional budget*

	SOS Marketing Budget		
	Year 1	Year 2	Year 3
Expense Name:			
Website:			
Domain Name	\$ 20.00		
Web Hosting	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00
Website Design	\$ 85,000.00		
Website Maintenance		\$ 7,500.00	\$ 7,500.00
SSL Certificate	\$ 200.00	\$ 200.00	\$ 200.00
Website Analytics	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00
Website Total:	\$ 115,220.00	\$ 37,700.00	\$ 37,700.00
Tik Tok:			
Video Production	\$ 38,000.00	\$ 18,000.00	\$ 18,000.00
Ad Bid Budget	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00
Analytics Tools	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
Mega Influencer Contracts	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00
Micro Influencer Contracts	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00
Tik Tok Total:	\$ 210,000.00	\$ 190,000.00	\$ 190,000.00
Instagram:			
Ad Bid Budget	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00
Analytics Tools	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
Instagram Total:	\$ 42,000.00	\$ 42,000.00	\$ 42,000.00
Total Yearly Campaign Spend:	\$ 367,220.00	\$ 269,700.00	\$ 269,700.00
Total Campaign Spend:	\$ 906,620.00		
Cash in Reserve:	\$ 93,380.00		

The SOS Promotional Campaign Expenses will be split into **three categories** including the **website, TikTok ad campaign, and Instagram ad campaign**. The website will be the backbone of the campaign and a **crucial piece of owned media**, the campaign will be spending around **10% of our budget on initial set-up costs** for the website. This will include **website design, hosting privileges, and analytics**.

This will also include some smaller, but **necessary expenses** like our domain name, website maintenance, and SSL certificate, ensuring secure and encrypted communication for the website. The hosting, maintenance, analytics, and SSL certificate will be **recurring expenses for years two and three**.

promotional budget explanation

The **website will be the focus** of the campaign and a crucial piece of owned media. The campaign will be **investing 10% of the budget on initial set-up costs**. This will include website design, testing and improving UX/UI, hosting, and analytics. This will also include some smaller, but necessary expenses like our **domain name, website maintenance, and SSL certificate, ensuring secure and encrypted communication for the website**. The hosting, maintenance, analytics, and SSL certificate will be **recurring expenses** for years two and three.

The SOS campaign will focus much of its promotional budget **on reaching people through TikTok and Instagram**.

A significant portion of the budget will be allocated to **video production for the TikTok and Instagram ad campaigns**. This includes costs related to **scripting, storyboarding, shooting, editing, and post-production** to create engaging and high-quality video content. The videos will be **designed for TikTok** and then migrated over to Instagram. The first year will include more initial startup costs for video production like necessary equipment and software. There will also be a **designated part of the video production budget for longer-form content**, that will be located on our website. As far as buying advertisements on TikTok and Instagram, both platforms use a **bidding platform which SOS leadership has used extensively**. The campaign will set an initial budget to bid on ads monthly, adapting to the results achieved. Bidding on ads on these platforms has a learning curve so the bidding strategy will evolve and **adapt over time as SOS gains insights and understanding** of the platforms' changing algorithms, audience behavior, and competitive landscape. Lastly, SOS will use **paid influencer marketing contracts**. This will feature three **mega-influencers (over 500,000 followers)** and nine **micro-influencers (under 50,000 followers)**. There will be **one featured mega-influencer every year** and **three micro-influencers rotating quarterly** throughout the campaign duration. Each influencer contract will outline **deliverables, content requirements, posting schedules, and compensation agreements**, aiming to maximize reach, engagement, and resonance within the target audience across these top social media platforms.

After these expenses, there will **still be 10% of the budget left as a contingency fund**. These resources will be able to be allocated where they are needed and cover any unforeseen costs. In summary, the SOS Promotional Campaign **strategically distributes its expenses** across essential areas, the **website, email, CRM, TikTok, and Instagram**, to establish a **robust online presence and encourage sustainable practices**.



“The campaign implementation is crucial to the success of SOS.”

The client company (Sheth Foundation) is in charge of maintaining and implementing the organization/brand list. The originators of the SOS platform have populated the list, which can be adapted to the organization that adopts this campaign. They will determine who stays on/is taken off the list. Sheth Foundation or their designee will update the list based on guidelines they establish over time as environmental changes happen. Companies could be added based on their business model supporting sustainable behaviors, or they have made an active business choice to be as sustainable as possible. Also, the company that decided to go through with this campaign is in charge of creating the social media platforms for it. On the website, there is a convenient slot to put in said social media links to make it as simple as possible. Utilizing the messaging strategy, creative strategy, storyboards, content ideas, and social media samples, the company can make a well-rounded social media page that reflects this campaign well.

This plan will be presented and delivered to the client with instructions on how to maintain focus on the previously listed SMART goals, the timeline, and the key strategies. SOS will train the client in building SOS for a sustainable messaging campaign that will grow through the years with a foundation of purpose and research. During the first year of the campaign, the SOS team will integrate through monthly check-ins to answer questions and update budgets and KPI performance. The handoff of the original content in the initial plan will occur once the recognition has been made to the team that developed the SOS platform.





Evaluation & Measurement

To maintain the measurable level of awareness, the following **S.M.A.R.T. goals will be evaluated:**

1) Social Media Following on TikTok and Instagram to the goals of January 2028, **2) Website interactions** to the goal of the end of year two, hashtag usage to the January 2028 goals, and **3) The goals of January 2028 for influencer collaboration.** The campaign will review metrics of **ROI, and email CPA** (cost per acquisition) for the four S.M.A.R.T. goals **to measure the success of the campaign and make more informed decisions.**

The KPI for the campaign is **brand awareness as measured by the Net Promoter Score.** An annual survey of those Gen Z targets who are willing to share the **SOS brand with a friend is the benchmark of the campaign's success.** The goal will be in the top 10% of sustainable brands and messaging. The Net Promoter Score survey will be sent via email to those on the company list each year, and encouraged to share with Gen Z members they have on their CRM databases. The Net Promoter Scores will make this campaign accountable and publish the results with a benchmark with other comparable organizations on the website as historical documentation of SOS outcomes. **Email subscriptions are also going to be a key indicator of the impact that SOS creates.** Based on subscribers, open rates, and website visits, we'll be able to gauge the amount of readers we have and therefore understand how many we are influencing. **Refer to the appendix for more information about the Social Media KPIs.** At the end of the day, SOS wants to be viral. So **through tracking follows, interactions, subscribers, and website visits, the amount of impact should be measured efficiently.**

The SOS campaign extends beyond orthodox metrics, aiming to foster a tangible and positive impact on society. By encouraging eco-conscious choices and sustainable living, SOS aims to contribute to a collective shift towards a greener, more eco-responsible lifestyle. The campaign's social impact is measured not just in terms of engagement metrics but in the real-world adoption of sustainable practices by its audience.

Tracking Social Impact Via:

- **Behavioral Change**
- **Community Engagement**
- **Partnerships and Collaborations**
- **Educational Reach**
- **Quantifiable Environmental Impact**
- **Long-Term Sustainability Practices**

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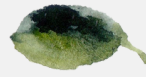
The SOS Appendices

Research
Social Media KPI's
Instagram Infographics
TikTok Story Boards
Social Media Strategy
Website
Blogs
Company List
Brand Standards



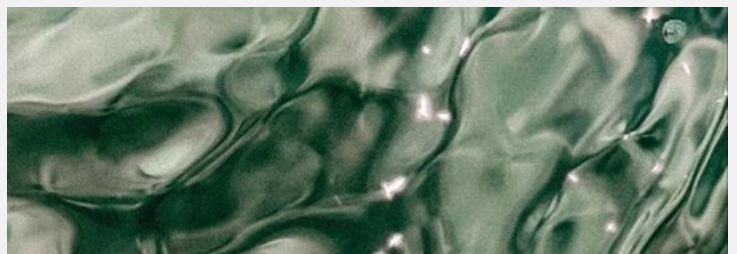
Why sustainability matters (clothing centric)

Sustainability is simply explained by the EPA as being “**everything that we need for our survival and well-being depends, either directly or indirectly, on our natural environment**” (Learn about Sustainability | US EPA, 2014). The Earth is dying, and with the world being **polluted faster than ever before**, the expansion of sustainable practices is vital. Specifically, the **fashion industry leaves a footprint like no other**, with the clothing cycle creating enormous amounts of environmental hazards. With a demand that has doubled in the last 15 years, the **fashion industry is one of the biggest contributors to pollution** (Claudio, 2007).



“CLOTHING SALES WILL REACH **160 MILLION TONNES BY 2050** AT THE **CURRENT RATE**.”

Synthetic materials are the biggest issue as they use “large amounts of crude oil and release emissions including volatile organic compounds, particulate matter, and acid gasses such as hydrogen chloride, all of which can cause or aggravate respiratory disease” (Claudio, 2007). So not only is it polluting the world, but also **harming those that make the fabrics and clothing**. America, in 2022, imported 116,000 millions of dollars worth of clothes (WTO, 2023). Of these clothes, **21% stay in the home**, and 20% make it to charities or a thrift store, leaving the rest going to landfills (Claudio, 2007). **In 2023, the US produced 17 million tons of textile waste** (17 Most Worrying Textile Waste Statistics & Facts [2023], 2023). The culture in America doesn't eliminate this trend of unsustainable behaviors. **If this continues**, the world will continue to change in ways that are **irreversible**.





How to actively be sustainable and make it count

There are many ways in which society can aim to be sustainable. Many companies have already **made steps to act more sustainably and be mindful of the impact that they have**. However, in order to have an impact on a measurable change, **anti-consumption needs to be at the forefront of the sustainability movement**. What is important to note is that **“sustainable anti-consumption opposes acquisition and disposal but not usage”** and **“emphasizes how by intensifying and prolonging the usage, it is possible to decrease acquiring and disposing of clothing, and slow down the cycle of fashion”**. The best way to ensure an impact is to create clear guidelines and pathways for **consumers to redirect their energy and behaviors toward a more sustainable lifestyle**.

“Sustainable anti-consumption opposes acquisition and disposal but not usage”

Pushing them toward sustainable purchasing behaviors, **“acquiring products that are sustainable in terms of locality, transparency, traceability, environment and/or social aspects”**, inherently challenges the current business hierarchy. With that being said, **demonstrating the importance and impact of buying durable products from trustworthy producers** is essential. As mentioned, some companies are starting some sustainable practices like **take-back programs**. However, **these practices don’t change the environmental impact of the clothing creation**; “only the product changes, not the amount of products acquired and disposed of”. **The same idea applies to second-hand shopping; while it is better than buying new clothes, it still promotes the idea of materialism and over-consumption**. In order to have the **greatest impact on the sustainability movement, the issues of over-consumption and materialism need to be addressed**, much of which can be tied to the **issue of impulse shopping** (Essi Vesterinen & Henna Syrjälä, 2022).



Research: *Impulse Shopping*

"About 40% of all purchases are already made on impulse with Gen Z leading at 49%." (Thredup, 2018).



Impulse buying, a prevalent phenomenon, that is tied to materialistic values, has been easier than ever. Companies are making it easier and easier to purchase anything what one click. In addition, materialistic values are encouraged by America's capitalist structure that values possession and overconsumption which actively contributes to "environmental degradation" (Ardley & May, 2020). Materialistic values contribute to a lack of control over consumption, steering individuals away from deliberate decision-making processes and towards a desire for material possession (Lee & Seo, 2016). Spontaneous purchases are often heightened by societal emphasis on material possessions, status symbols, and the tangible aspects of products (Zhang & Shi, 2022).

Free shipping and social media are some of the consumers' greatest impulse purchase motivators (Brophy & Rivera, 2023). In a society that is made to be convenient and fast over everything, impulse shopping will continue to be on the rise, especially when one-third of purchases are going to be mobile by 2024 (Brophy & Rivera, 2023). About 40% of all purchases are already made on impulse with Gen Z leading at 49% (Thredup, 2018). Impulse shopping is a critical issue that, if addressed, could drastically impact the sustainability movement and lead to a societal change that forces businesses to rethink their business models.



RESEARCH: GEN Z

*“Those who are aware
of the problems are
more likely to take
action.”*



Gen Z is a special group of individuals at the forefront of sustainability movements and materialistic behaviors. This generation includes anyone born between 1997 and 2012, aged between 11 and 26 (Brunjes, 2023). **They have the potential to lead to green consumerism as their purchasing power increases** throughout the next few years. Gen Z, in general, cares more about the sustainability of a product than a brand name (Wood, 2022). **About 18% of Gen Z only buy from sustainable brands, and 64% consider sustainability when purchasing,** leaving only 19% that rarely consider sustainability a factor (eMarketer, 2021). To contradict this, though, **Gen Z is a highly materialistic generation; much of this is due to the fact that they were “the first to grow up in an entirely digital environment.”** In general, **the internet has led to a rise in impulse purchases due to its convenient nature.**

Gen Z, growing up with the internet, has led this generation to be “materialistic, **has the highest expectations for speedy service, and values businesses' capacity to interact with them through social media.**” Gen Z is the most likely age group to see social media ads. Specifically, **internet celebrities and influencers are some of the greatest influences, as Gen Z sees them as trustworthy, leading them to make purchases with low entry barriers.** (Canh Chi Hoang & Bui Thanh Khoa, 2022). Specifically, **the materialistic patterns of Gen Z “can be traced back to rapid urbanization, parents' high purchasing power, and the role of young adults in family purchase decisions”** (Islam et al., 2017). With these contradictory factors in play for this generation, there is a market that can be targeted to create the greatest impact; **“a key factor in how much action people will take on climate change is the amount of information available to them.**

Those who are aware of the problems are more likely to take action” (Gen Z and Millennials: The Generational Gap in Sustainable Consumption | Statista, 2022). Considering all that was uncovered, it can be concluded that **Gen Z is a group that wants to be sustainable but falls into a trained behavior of materialism more often than not, and the only way to combat this is awareness.**

Interview with Dr. Mandy Morrell

In a recent interview with Dr. Mandy Morrell, a university professor of sustainability, **the critical importance of sustainability, encompassing people, planet, and profit, was underscored.** While profit remains a significant driver, it was emphasized that solely focusing on financial gains **could lead to a disengaged workforce, leaving individuals feeling undervalued.** The "Great Acceleration" and its impact on our world were acknowledged, **particularly concerning Gen Z, the first generation witnessing the degradation of our planet.**

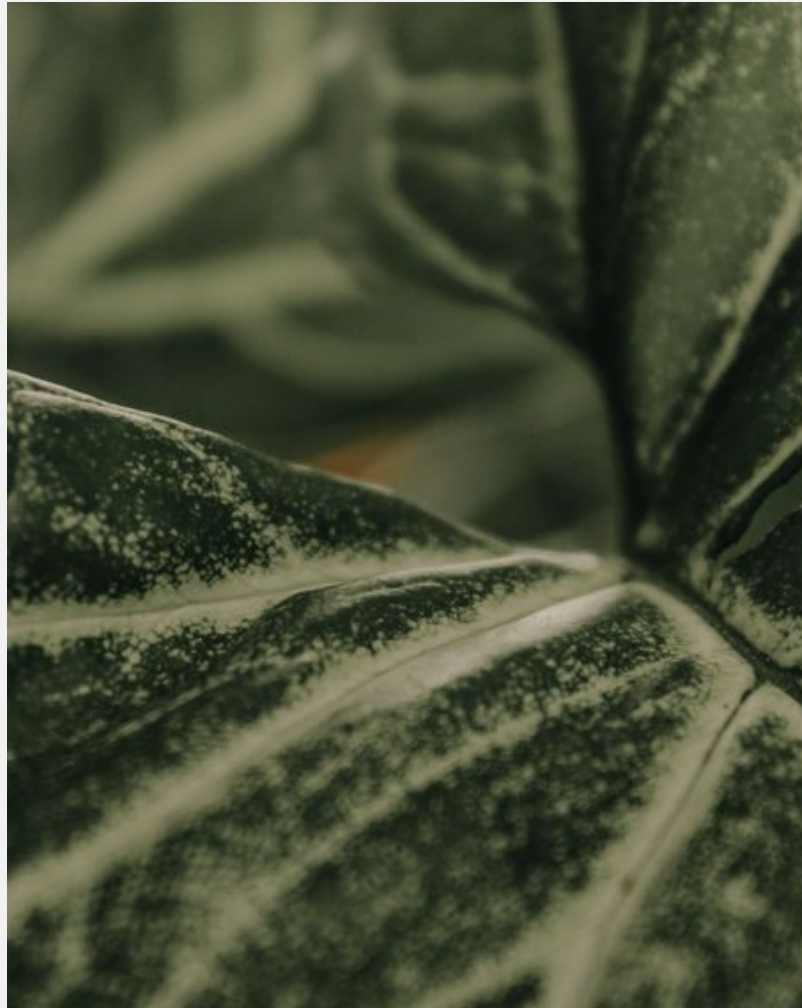
Observations suggest that Gen Z is notably more mindful of sustainability concerns, perhaps **due to being firsthand witnesses to environmental decline.** However, concerns were raised about whether **this generation is adequately equipped to address the challenges they face, given the hard work that lies ahead.**

The fashion industry, often cited as one of the most unsustainable sectors, was a focal point of discussion. Overconsumption propelled by social media and materialism was identified as a significant contributor to its unsustainability. **The fear of social rejection fueled materialistic tendencies, exacerbating the issue.**

Recommendations for sustainable clothing consumption included opting for second-hand items, supporting businesses that repurpose retail waste, and **advocating for research and understanding of a brand's sustainability practices before making purchases.**

In terms of business challenges, the **overarching concern centered on greed prevailing over genuine efforts to sustainably conduct operations.** The need to move away from purely profit-driven motives and embrace **a holistic approach to sustainability was emphasized.**

Overall, **the interview shed light on the interconnectedness of sustainability with various facets of life, especially within the context of Gen Z's perspective.** It called for a paradigm shift in business practices, urging a **prioritization of sustainable practices over mere financial gains to ensure a more equitable and viable future for all.**





SOCIAL MEDIA KPI'S

Key Performance Indicators (KPIs) for SOS Social Media Strategy

- **Engagement Metrics**
 - Likes, Shares, and Comments
 - User-Generated Content (UGC)
- **Follower Growth**
 - Follower Count
 - Follower Demographics:
- **Content Reach**
 - Impressions and Reach
 - TikTok Video Views
- **Conversion Metrics**
 - Click-Through Rates (CTRs)
 - Conversion Tracking
- **Brand Sentiment**
 - Social Listening
- **Hashtag Performance**
 - Usage of Campaign-Specific Hashtags
- **Influencer Collaboration Impact**
 - Influencer Reach and Engagement
- **Educational Content Impact**
 - Time Spent on Educational Videos
- **Adaptation and Feedback**
 - Audience Feedback and Comments Analysis
- **Cross-Platform Synergy**
 - Cross-Platform Promotion Effectiveness

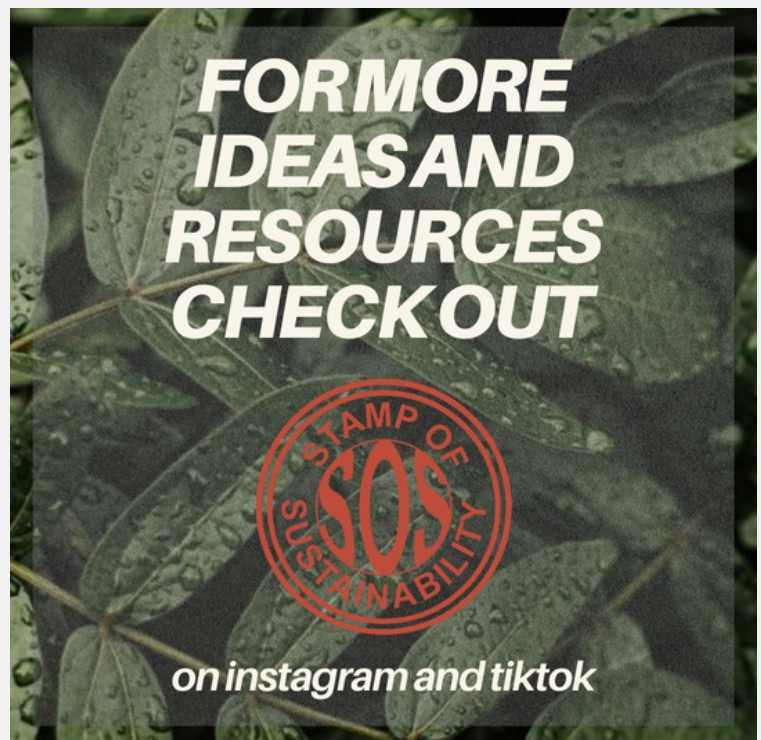
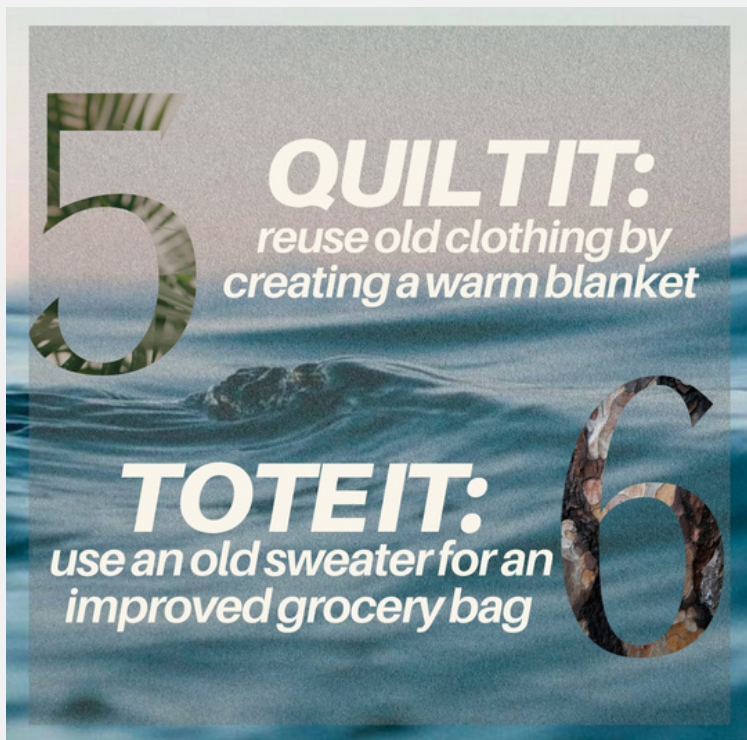
Regularly assessing these KPIs will provide SOS with valuable insights into the performance of its social media strategy. This data-driven approach enables continuous optimization, ensuring the campaign effectively resonates with the target audience and drives meaningful impact in promoting sustainable living.



Instagram Infographic 1 Content 1



Instagram Infographic 1 Content 2



Instagram Infographic 2 Content 1



In tandem with our in-depth research on impulse spending behaviors, we crafted **visually captivating and informative content** in the form of engaging infographics. These infographics serve as a **dynamic extension of our findings**, strategically designed for dissemination across our social media channels as well as those of our valued collaborators. We have taken a **thoughtful approach to distill the complex insights** from our research into visually compelling and **easily digestible graphics**, ensuring that the information resonates effectively with our target audience.



TikTok Story board

short form video



TikTok Storyboard 1: "Quick Sustainable Fashion Tips"

Opening Shot:

- Energetic music starts as the camera zooms in on a trendy closet filled with clothes.
- Caption: "Level up your style, sustainably!"

Segment 1: "Capsule Wardrobe Magic"

- Quick shots of selecting versatile clothing items.
- Voiceover: "Build a capsule wardrobe! Mix and match for endless outfits."
- On-screen text: "#CapsuleWardrobe #SustainableFashion"

Segment 2: "DIY Fashion Hack"

- Fast-paced demonstration of turning an old shirt into a trendy crop top.
- Captions guide viewers through each step.
- Voiceover: "Transform your old favorites! DIY fashion for the win!"
- On-screen text: "#DIYFashion #Upcycling"

Segment 3: "Shop Smart"

- Showcase sustainable brands and ethical fashion choices.
- Voiceover: "Support eco-friendly brands for guilt-free shopping!"
- On-screen text: "#SustainableBrands #ShopEthical"

Closing Shot:

- Smiling influencer giving a thumbs up.
- Caption: "Tag us in your sustainable style journey!"





TikTok Story board

short form video

TikTok Storyboard 2: "Upcycling Challenge"

Opening Shot:

- Lively music playing, showcasing various upcycled fashion items.
- Caption: "Challenge alert! Upcycle your wardrobe and show us!"

Segment 1: "Before & After"

- Users share their "before" clothing items.
- Quick transition to influencers showcasing their creative upcycling projects.
- On-screen text: "Before vs. After
#UpcyclingChallenge"


Segment 2: "Step-by-Step Upcycle"

- Influencers provide a quick tutorial on a simple upcycling project.
- Exciting music in the background.
- Voiceover: "Ready to revamp your closet? Follow these easy steps!"
- On-screen text: "DIY Upcycling #FashionRevolution"

Segment 3: "Showcasing Creations"

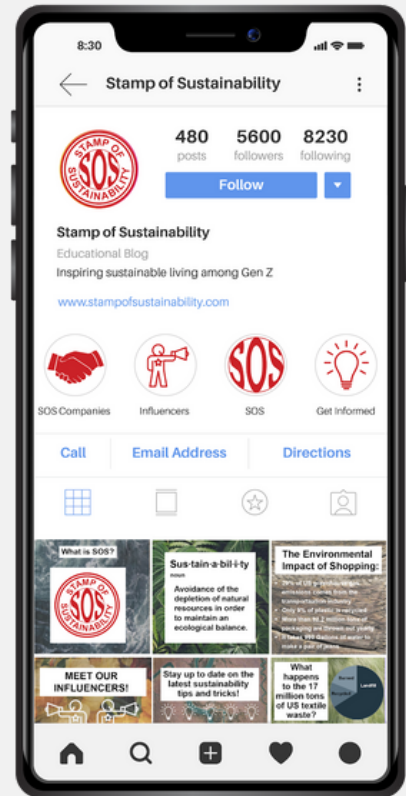
- Montage of users proudly displaying their upcycled outfits.
- Voiceover: "Look at these amazing creations! Your turn to shine!"
- On-screen text: "#UpcycledFashion #SOSChallenge"

Closing Shot:

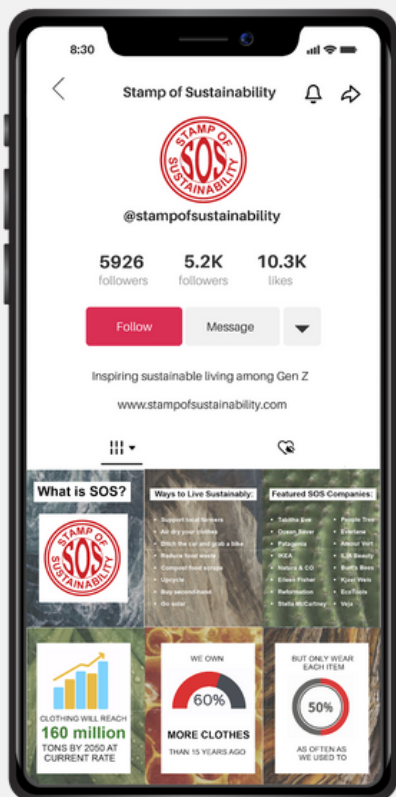
- Gratitude message from SOS for participating.
 - Call-to-action: "Tag us in your upcycling journey! Let's make fashion sustainable."
- 

INSTAGRAM

- **Instagram:**
 - Share visually appealing and informative content, including infographics and carousel posts, emphasizing sustainability tips and statistics.
 - Utilize Instagram Stories for real-time updates, behind-the-scenes content, and interactive polls related to sustainability.
- **Collaborations:**
 - Partner with sustainable influencers and content creators on TikTok and Instagram for increased reach and credibility.
 - Collaborate with eco-conscious brands for cross-promotion, reinforcing the message of sustainable living.



Social Media Strategy



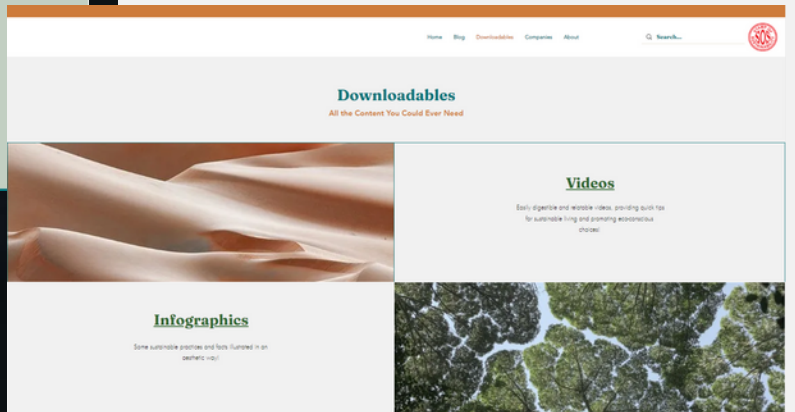
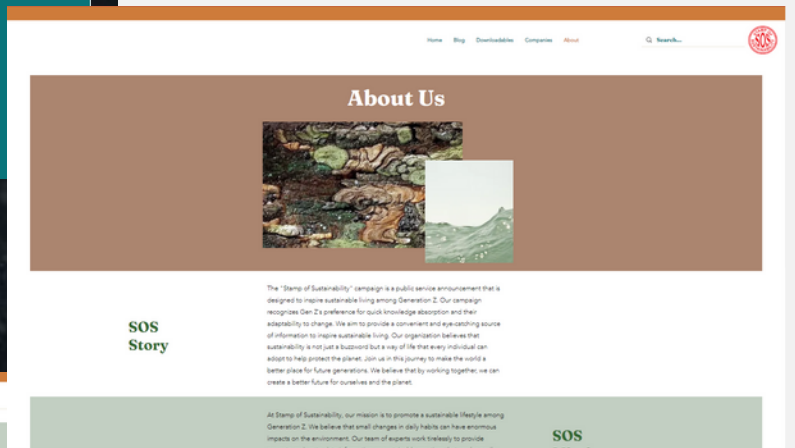
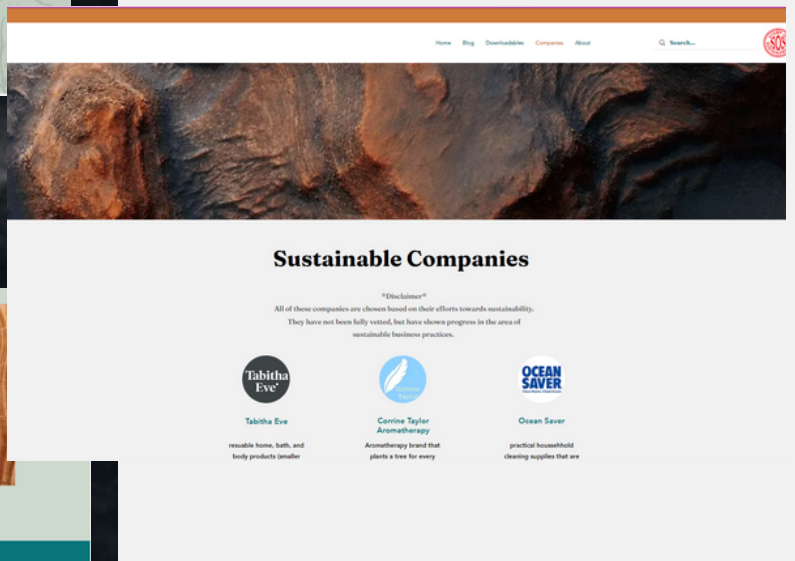
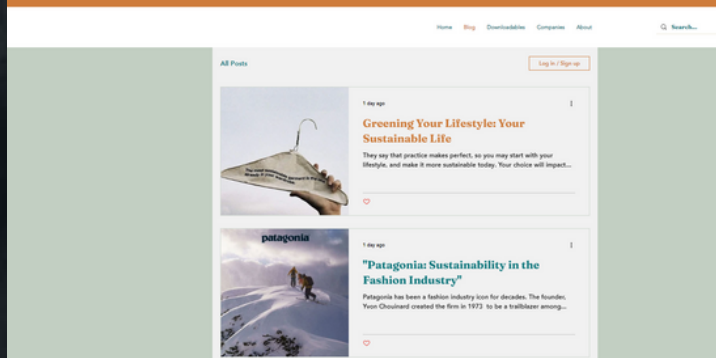
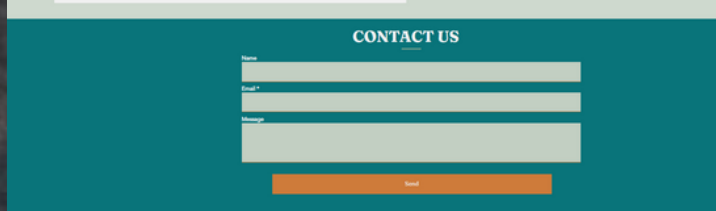
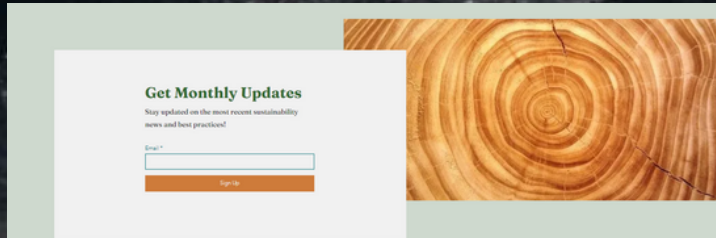
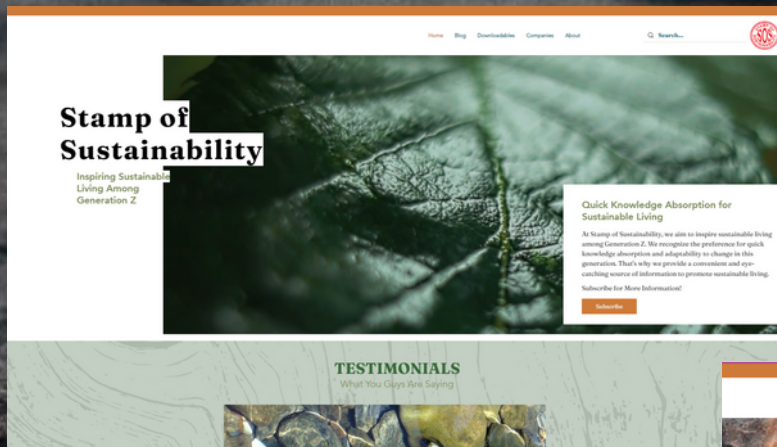
TIKTOK

- **TikTok:**
 - Leverage TikTok as the primary platform for its ability to engage Generation Z with short, creative, and impactful content.
 - Utilize engaging and relatable TikTok challenges to encourage user-generated content around sustainable living.
- **Infographic Campaigns:**
 - Roll out a series of infographics on Instagram and Twitter, covering topics like fast fashion statistics, impulse shopping behavior, and anti-materialism.
 - Promote infographic content on TikTok through visually engaging short videos.

- **Cross-Platform Integration:**
 - Ensure a consistent brand voice and messaging across all platforms, reinforcing SOS's commitment to sustainability.
 - Cross-promote content between platforms to maximize visibility and engagement

website.


Screenshots taken from the official SOS website. As well as a direct QR code to scan for easy access.



Blog Posts


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Greening Your Lifestyle: Your Sustainable Life

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Greening Your Lifestyle: Your Sustainable Life

Updated: 8 hours ago




They say that practice makes perfect, so you may start with your lifestyle, and make it more sustainable today. Your choice will impact your health, the health of your family and of the planet where we all live together.


Here are a few ideas on how you can be more mindful of the planet. These are things you can do to make changes for the better.

Share with friends

Patagonia: Sustainability in the Fashion Industry

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"Patagonia: Sustainability in the Fashion Industry"



Patagonia has been a fashion industry icon for decades. The founder, Yvon Chouinard created the firm in 1973 to be a trailblazer among fashion leaders with sustainable practices such as recycled materials, a worn wear program, environmentally conscious design, common threads initiative, and environmental activism.

Recycled Materials

The recycled materials initiative re-uses materials into products. Polyester is created from recycled plastic bottles. Down insulation is re-used. By reusing materials, the demand for new resources is reduced.

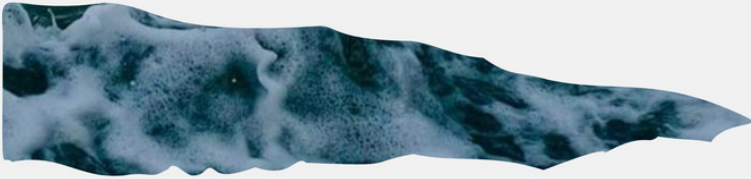
COMPANY LIST

- Tabitha Eve
- Corrine Taylor
Aromatherapy
- Ocean Saver
- Fashion Revolution
- Tesla, Inc.
- Patagonia
- Unilever
- Interface, Inc.
- IKEA
- Natura & Co.
- Eileen Fisher
- Veja
- Reformation
- Stella McCartney
- People Tree
- Everlane
- Amour Vert
- Pact
- ABLE
- Allbirds
- Alternative Apparel
- rms beauty
- ILIA Beauty
- Kjaer Weis
- Burt's Bees
- EcoTools
- W3LL PEOPLE



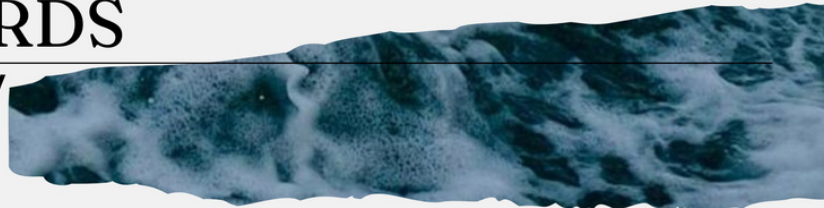
This frequently updated and thoroughly vetted list of SOS “stamped” companies will undergo continuous monitoring and frequent expansion to keep pace with the growth and expansion of SOS itself.

brand standards.



brand STANDARDS

stamp of sustainability



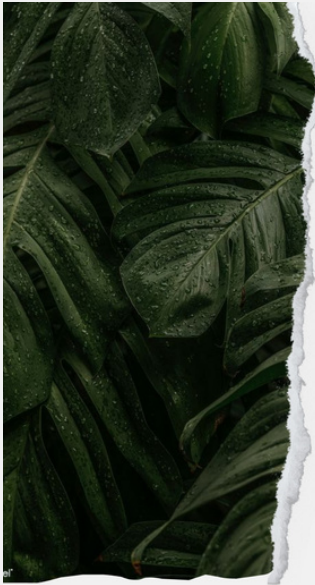
The following guidelines have been created with the ideals of **consistency, professionalism, and general applicability**. These standards have been set in place to ensure the brand has and maintains an established identity that is in line with its mission and solidifies the perception of that mission in motion.



LOGO

The SOS logo creative strategy is rooted in the essence of urgency, a word that was frequently recurring in the design process. The central red coloring of logo reaches the viewer utilizing the persuasive theory of the elaboration likelihood model via the peripheral route. In short, the red color subliminally implies emotions and behaviors of action, ambition, and attention. Utilizing these subliminal emotions, the consumer will have a deeper connection to the brand and its mission.





MASTER LOGO

The circular design is intentionally reminiscent of a vintage stamp, evoking a sense of nostalgia. The typography features a straightforward font, ensuring easy readability for diverse audiences. The focal point of the logo lies in the center, strategically drawing attention at first glance with the use of a simple and easily digestible typeface.



COLOR

The campaign's color palette is meticulously crafted, drawing inspiration from high-quality, natural imagery. Rooted in earth tones, the design aims to resonate with Generation Z, reflecting contemporary aesthetics. Beyond visual appeal, these hues evoke authenticity and environmental consciousness, providing a calm and genuine visual experience. Aligned with Gen Z's values of simplicity and sustainability, the palette not only captivates but also establishes a culturally relevant connection with the audience.



CAMPAIGN PALETTE



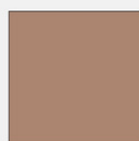
#09747A



#7D8B5C



#CE7B3A



#AB856F



#2F687B



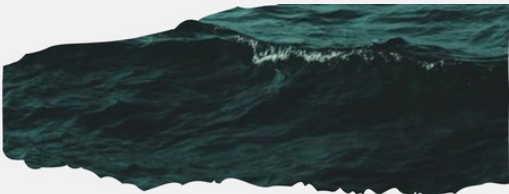
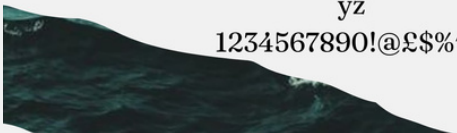
#346934

CAMPAIGN FONTS

FRAUNCES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
yz
1234567890!@£\$%^&



Aileron

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
z
1234567890!@£\$%^&

TYPOGRAPHY

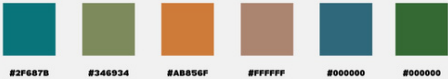
The typography chosen for this campaign is anchored in simplicity and elegance, utilizing typefaces that are not only easy to read but also convey a sense of professionalism. Acknowledging our audience's awareness of the world and their sophisticated opinions, the campaign is designed to resonate with individuals who are discerning in their views and play a role as change-makers. Our dedication is evident in the choice of typography, which mirrors the mature and thoughtful nature of the discussions we aim to foster.



LOGO



COLORS



#2F6B7B #3A6934 #A8A56F #FFFFFF #000000 #000000

FONTS

FRAUNCES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&

Olivare Base

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&

