

Case study

An introduction to the company

PureThreads is a sustainable fashion brand that focuses on ethical production and eco-friendly materials. Founded in 2018, the company has gained attention for its innovative use of recycled fabrics and biodegradable packaging. Its mission is to educate consumers on the importance of sustainability in fashion while promoting stylish and functional clothing.

The brand has built a small but loyal customer base, mainly among environmentally conscious Millennials and Gen Z. However, PureThreads faces challenges in scaling its operations and competing with fast fashion brands that dominate the market with lower prices and aggressive advertising strategies.

Communication aims.

PureThreads has set the following communication objectives for the coming semester:

- Enhance brand awareness among young urban consumers.
- Position itself as a leading advocate for sustainable fashion.
- Drive traffic to its online store and increase e-commerce sales by 20% in six months.

First steps by Communication function

The Communication Manager provided the following SWOT analysis:

- Strengths:
 - Strong alignment with sustainability trends and values.
 - High-quality, ethically produced clothing.
- Weaknesses:
 - Limited budget for advertising campaigns.
 - Relatively low production capacity compared to competitors.
- Opportunities:
 - Growing consumer awareness of environmental issues.
 - Potential collaborations with influencers and eco-conscious organizations.
- Threats:
 - Fast fashion brands offering lower prices.
 - Perception of sustainable products as niche and expensive.

Communication Strategy and Tactics

To meet its objectives, PureThreads has outlined a mixed online and offline campaign:

1. Online Initiatives:
 - Launch a social media challenge called #WearTheFuture, where users post photos wearing PureThreads clothing styled sustainably. The campaign encourages customers to recycle or repurpose their wardrobes.
 - Collaborate with eco-conscious fashion influencers to promote the collection through Instagram and YouTube.
2. Offline Initiatives:
 - Host "Sustainable Fashion Pop-Up" events in major cities like New York, London, and Milan, showcasing PureThreads collections alongside DIY workshops for upcycling old clothes.
 - Partner with universities offering fashion design programs to sponsor student competitions focused on sustainable fashion.

PureThreads also plans to release a series of blog posts and newsletters educating customers about their environmental impact and offering practical tips for embracing sustainable lifestyles.

Results and Challenges

Early results show positive social media engagement, with increased website visits during the #WearTheFuture campaign. However, offline events have faced low attendance due to insufficient promotion. Additionally, feedback indicates that the brand's messaging needs to better emphasize affordability alongside sustainability.

Question 1. Considering the SWOT analysis, what additional strategies or tactics would you recommend addressing PureThreads' weaknesses and threats while capitalizing on its strengths and opportunities?

Question 2. Evaluate the use of offline initiatives like pop-up events and university partnerships. Are these effective for achieving PureThreads' objectives? What improvements would you suggest for better outcomes?

Question 3. Analyze the SWOT analysis provided. Is it thorough? What additional elements or improvements would you recommend to the Communication Director?