



Global Cool at London Fashion Week

case study



Objectives:

Global Cool, the climate change charity that aims to inspire young people to make lifestyle changes, tasked Threepipe with relaunching the charity to key opinion formers and media in the early part of 2009.

The aim was to put Global Cool 'back on the map', after a period of relatively little consumer engagement, to drive socially active and aware young people to the Global Cool website to discover practical tips and advice to reduce their carbon footprint and to begin the first steps in building an online community of Global Cool ambassadors.

A key objective was to create a campaign that was very much in the spirit of Global Cool which as a brand is aspirational, stylish and fun.

Global Cool places great emphasis on celebrity appeal and had previously worked with ambassadors including Sienna Miller and KT Tunstall to launch and front previous campaigns. The charity was keen to regain some of that lost ground and to engage new ambassadors.

Strategy:

Threepipe identified London Fashion Week (LFW) in February 2009 as a key platform to relaunch Global Cool. The association with LFW would potentially provide access to influencers within the fashion industry and deliver strong media coverage to engage Global Cool's target consumers who from research were shown to be keen followers of creative industries including fashion and music.





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Threepipe research indicated that the British Fashion Council (BFC) had been running a sustainable fashion exhibition for a number of seasons called 'Estethica' which provided a showcase for designers using sustainable materials. The agency approached the BFC with the proposal of hosting the first official after show party for Estethica which would be sponsored by Global Cool.

The joint after show party would provide Global Cool with an official link to the BFC and LFW and would provide a creative platform and a focal point for the relaunch campaign.

Activity:

Phase One (December to February):

Threepipe created a three month PR programme for Global Cool in the build up to the LFW event which was designed to provide the charity with credibility within the fashion industry and media. The programme capitalised on the rising consumer trend of 'swishing' (the swapping of unwanted clothes between friends and work colleagues). Swishing events are fun and sociable occasions but also contain a serious message about the need for responsible consumer purchasing of fashion items, as an estimated 900,000 tonnes of unworn clothes are thrown into UK landfill every year.

Threepipe developed a news generation survey which examined the amount and value of unworn clothes that were thrown away each year by women across key UK cities. The wasted tonnage of carbon required to manufacture those clothes was also calculated to provide some very strong national and regional newshooks for print and broadcast media. Threepipe approached Lucy Siegle, the Guardian's ethical living correspondent, who agreed to be a spokesperson for the research and all interviews and press materials directed consumers to the Global Cool website where they could learn more about hosting their own swishing parties.

The release of the film 'Confessions of a Shopaholic' in February also presented a further opportunity to pitch the survey results at a national and regional level and lead to further secured coverage.

Threepipe approached celebrity designer Scott Henshall to also become a Global Cool ambassador and to host a swishing event in the build up to LFW, to which media and Global Cool competition winners were invited. Threepipe approached celebrities to donate unworn items from their own wardrobes for the event and clothing was received from Claudia Winkleman and Tara Palmer Tomkinson. However, the pieces the media and public were extremely excited about were two dresses worn and donated by Paris Hilton.

London Fashion Week

On the day of the Global Cool and Estethica after show party, Threepipe invited key green, ethical, charity and

celebrity media to watch the Estethica collection being shown at London Fashion Week. Global Cool press materials were made available to all journalists via the official press room and Global Cool featured within the Elle Magazine sponsored guide to Estethica.

Threepipe secured the free hire of celebrity hangout, Molton House, as the venue for the Global Cool event and brought in a range of food and drink sponsors who were keen to be associated with an official LFW party. Threepipe invited 300 guests including key fashion and celebrity media and bloggers, green and ethical writers, diary writers, BFC guests, Estethica designers and Global Cool competition winners.

The venue was dressed with subtle Global Cool messaging and Estethica's designers showcased some of their key pieces for guests to admire, while Global Cool themed cocktails were served.

A celebrity outreach programme was organised to target those who were active supporters of green issues and a Global Cool branded entrance complete with a green carpet was built to provide a backdrop for photographers. Threepipe secured an exclusive with OK! Magazine to provide photography from within the venue and Matt Horne was invited to provide a DJ set into the early hours.

Results:

The results of the campaign were analysed using Threepipe's evaluation system, Sherlock, which measures editorial and online coverage by reach, value, positiveness and key message inclusion.

Threepipe generated over sixty pieces of print coverage across national, regional, fashion and celebrity media for both the swishing survey, swishing event and for the LFW party. Highlights included a full page in OK! Magazine for the party and national coverage for the swishing survey across The Independent, Guardian and The Sun. A further 30 pieces of online coverage were secured across key fashion, lifestyle and green media. The coverage reached 56 million people and delivered an AVE of £250,000, giving an ROI of 6:1.

300 guests attended the Global Cool event including 20 celebrities such as Jo Wood, The Feeling and Matt Horne which led to Global Cool name checks in The Sun and The London Paper as well as across the Press Association network.

Global Cool added a further 9,000 names to its newsletter list and website traffic was up 60% from pre campaign levels. Global Cool now has established relationships with the BFC and one of the other key sponsors, the retailer Monsoon, with which it is discussing joint in store activity.

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**Enough about Global Cool,
can we talk about you?**

- Call Jim Hawker or Eddie May: 020 7632 4800
- Email us: tellmemore@threepipe.co.uk
- Meet us at our place in Covent Garden or wherever suits you.