



ISKO I-SKOOL™
MARKETING AWARD 2016/2017

ISKO™ confidential and proprietary

i
SKOOL

■ DENIM
AWARDS
2016/2017

EDUCATION,
INNOVATION.

**ISKO I-SKOOL™
IS A PROJECT OF**



CREATIVE.ROOM

What is ISKO I-SKOOL™?

ISKO I-SKOOL™ is the denim award that was created and promoted by ISKO™, world leader in the manufacture and innovation of denim fabric. **ISKO I-SKOOL™ is a double contest, with two distinct competitions:** the first is dedicated to the design and production phases of denim garments: the ISKO I-SKOOL™ **Design Award**, and the second, ISKO I-SKOOL™ **Marketing Award**, puts marketing analysis and promotion to the test. After the success of the first three editions in academic years 2013/2014, 2014/2015 and 2015/2016, the 2016/2017 edition of the Awards will see the participation of 21 schools and independent students from all around the world.

ITALY: POLIMODA (Florence)

NABA - Nuova Accademia di Belle Arti (Milan)

IUAV (Venice)

Accademia Costume&Moda (Rome)

Università Commerciale Luigi Bocconi (Milan)

Politecnico Milano (Milan)

MFI Milano Fashion Institute (Milan)

Sapienza (Rome)

UK: Chelsea College of Arts UAL (Chelsea)

GERMANY: AMD - Akademie Mode & Design (Düsseldorf and München)

FINLAND: AALTO - University School of Art, Design and Architecture (Helsinki)

NETHERLANDS: AMFI - Amsterdam Fashion Institute (Amsterdam)

USA: FIDM - Fashion Institute of Design and Merchandising (Los Angeles)

The New School - Parsons (New York)

COLOMBIA: Colegiatura (Medellín)

CHINA: Beijing Institute of Fashion Technology (Beijing)

Academy of Arts & Design of Tsinghua University (Beijing)

Donghua University (Shanghai)

Hong Kong Polytechnic University (Hong Kong)

JAPAN: BUNKA Fashion college (Tokyo)

AUSTRALIA: UTS - University of Technology Sydney (Sydney)

2015-2016





GOLD PARTNER



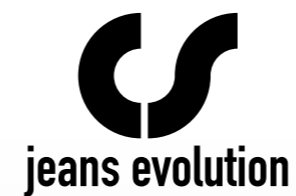
SILVER PARTNERS



SUPPORTING PARTNERS



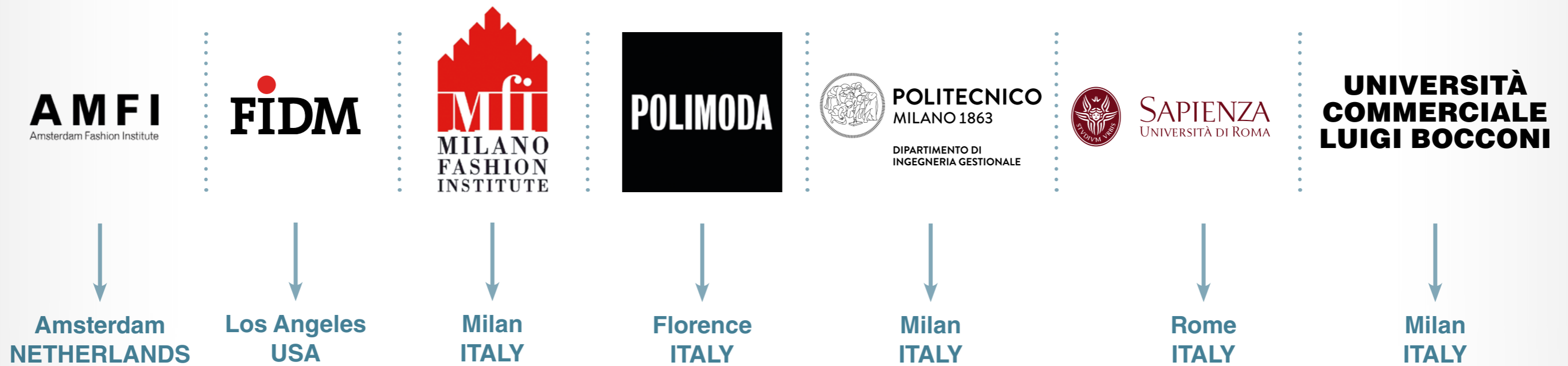
True Denim



ISKO I-SKOOL™ - Marketing Award 2016/2017 participating schools



Seven of the most important schools in Europe are participating in the contest.



MAIN PROMOTER

ISKO™ is a company of SANKO holding and a leading worldwide manufacturer of denim.

With a wide range of **innovative fabric technologies and products that meet the most diverse demands of the denim sector**, ISKO™ is geared towards the market's high end. Having superior quality skills and expertise in superstretch and more complex fabrics, ISKO™ products are the woven materialization of ideas that unveil an entire new realm of interpretation for fashion and activewear design.

ISKO™ has offices in more than 30 countries across the globe and a salesforce of over 200 experts, supported by R&D and marketing teams that serve brands locally.



250 MILLION METERS

OF FABRIC EVERY YEAR. THE WORLD'S LARGEST CAPACITY FOR DENIM PRODUCTION UNDER ONE ROOF.

25,000 PRODUCTS IN ITS PORTFOLIO.

NEARLY 1,500

AUTOMATED LOOMS IN THE HIGH-TECH FACTORY IN INEGOL, TURKEY.

A WORKFORCE OF OVER 3,000 EMPLOYEES.

INTERNATIONAL REACH

THROUGH LOCAL PROFESSIONALS IN MORE THAN 30 COUNTRIES AND SALES IN OVER 60 COUNTRIES, ISKO™'S GLOBAL PRESENCE IS FAST EXPANDING.

FULLY-AUTOMATED

STORAGE AND DISTRIBUTION SYSTEM.

GOVERNMENT CERTIFIED

RESEARCH CENTER WITH EXPERTS IN TEXTILES, CHEMISTRY, BIOLOGY, PHYSICS AND MORE.

DEVELOPMENT OF NUMEROUS PATENTS.

DESIGN CENTERS

ISKO™ HEADQUARTERS, R&D DEPARTMENT, ISKOTECA™ AND CREATIVE ROOM™.



CREATIVE ROOM™

CREATIVE ROOM™ is the fashion design and style research center for jeanswear, sportswear and streetwear brands as well as garment makers **who are looking for a partner in new inspiration.**

The first hub of CREATIVE ROOM™ is in Italy (Castelfranco Veneto, near Treviso) and a second hub is in Istanbul, Turkey.

CREATIVE ROOM™ gives designers the latest insight into new trends, washing and accessories.

It contains a historical archive of samples from around the world as well as the latest news of retail points and brands.

ISKO™ concepts are on display there, with their Italian washes and Japanese washes, as are numerous mood boards. This space is dedicated wholly to inspiring design.

CREATIVE ROOM



MENABÒ GROUP

Menabò Group is a marketing and communication agency that has long supported companies **through consultancy on strategy and operations, above and below the line.**

It is a specialized, key partner for strategic marketing in the fashion and denim sector, with decades of successes. Its strength lies in identifying the correct communication codes for each specific product, goals and targets, through semiotic and operation analysis.

menabò EVOLUTIONARY
BRANDING

SCENARIO

The scenario

Today's market is permeated by a new consumer that cuts across historical market segments:
the consumer of sustainability.

Ecology and sustainability are more than rational solutions to the need to limit damage to our planet's natural resources and limiting CO₂ emissions, **they've become emotionally engaging, and even fashionable arguments for today's consumers.**

The size of the sustainability consumers target-group has been growing constantly since 2012, when "sustainable" became a buzzword and for the first time made it into the top ten trends of the year.



**CONSUMER
OF SUSTAINABILITY.**

When they can, consumers choose eco-sustainability.

This explains the popularity among consumers of products advertised as “free from...”, “zero emissions”, “bio”.

This interest emerged spontaneously in the food and beverage market and now it's spreading to other markets, like construction, technology, furnishings, automotive, tourism, and the list is still growing.

It's only natural that consumers turned their attention to the products they eat for health and ethical reasons, but then the food habits and **the connoisseur-effect of ingredients started to become “cool” and “smart”; symbols of a modern and gratifying lifestyle.**

These behaviors do not imply anything at all along the lines of self-sacrifice, monastic living or control fixation; **on the contrary, sustainability has become seen as somewhat hedonistic.**

WHEN THEY CAN,
CONSUMERS CHOOSE
ECO-SUSTAINABILITY.

SUSTAINABILITY HAS BECOME
SEEN AS SOMEWHAT
HEDONISTIC.



In this age of “ubiquitous data”, food brands have become **radically transparent**, because consumers have shown **growing appreciation for information about the chain of production and the ingredients contained in products**. Businesses have reorganized in order to satisfy the sustainability consumers’ requests, and that has meant improvements in the way products are manufactured:



The scenario

Once point number 1 and number 2 were activated, some consumer goods were quicker than others at offering transparency about the entire manufacturing cycle and opening up to **sustainability's natural "exposure"**.

The eye of the "sustainability consumer" can be **attracted starting in the store**: through *signage* and arrangement of products in specific **displays**, through advertising **messages** placed near to products and on the products themselves. **Packaging** becomes a medium for communicating the most information possible to consumers.

Let's take the food sector as an example.....



Or the small appliances sector.....



HOW THE MARKETING AWARD WORKS

Given these premises, students are asked to think about the relationship between fashion and sustainability.

After observing other sectors – can the fashion world learn how to better engage the consumer of sustainability, making sustainability an element of fashion marketing strategy?

The goal of the Marketing Contest is to analyze the denim sector and study the retail sector's approach and touch points regarding ingredients and the chain of production.

The end goal of this analysis is to design a marketing strategy complete with tactical activities, that will **transmit the message of transparent development and production** in the denim sector and **show the consumer of sustainability those values he has already demanded and appreciated for some time in other product sectors.**

DESIGN A MARKETING STRATEGY COMPLETE WITH TACTICAL ACTIVITIES, THAT WILL TRANSMIT THE MESSAGE OF TRANSPARENT DEVELOPMENT AND PRODUCTION IN THE DENIM SECTOR.



THE MARKETING PLATFORM

Students are asked to design a marketing plan in two parts: the first part describes Business and Marketing Intelligence and the second is the Value Proposition Development.



PART 1 OF THE MARKETING PLATFORM: BUSINESS AND MARKETING INTELLIGENCE

Students should imagine that they are designing a marketing plan for a premium denim brand that has improved its:

- 1) better manufacturing processes
- 2) better ingredients

and wants to **capitalize on this sustainable renovation by interpreting it through the value proposition that is transmitted to final consumers.**

The marketing plan should present an overview of the current market, describing brand positioning, and analyzing any potential competitors that exhibit value propositions regarding points 1) and 2). The plan must also include a description of the final consumer, define the key points of the value proposition and the touch points where the value proposition come in contact with the final consumer.

THE SEVEN STEPS OF THE B.M.I.



- 1 Marketing analysis**
- 2 Analysis of possible competitors with similar value proposition**
- 3 Target identification**
- 4 Definition of key points and key words**
- 5 Storytelling**
- 6 Touch points**
- 7 Trade marketing levers**

PART 2 OF THE MARKETING PLATFORM: VALUE PROPOSITION DEVELOPMENT

The second part of the marketing plan shall describe **the actions needed for developing the value proposition and communicating it to the final consumers.**

Contest participants may use any tool or output they find useful for telling the story and engaging the brand's target audiences.

THE SEVEN STEPS OF THE V.P.D.



- 1** **Garment communication** (logo, label, key points)
- 2** **Point of sales activities** (displays, totems, etc)
- 3** **Training of sales personnel**
- 4** **Digital activities**
- 5** **PR and press relations**
- 6** **Brand experience events**
- 7** **Ad campaign**

FREEDOM

Students are completely free to produce any kind of output in order to present their project (imagery, graphics, text, presentations, audio, video etc.).

DELIVERABLES

The only rule concerns the use of English language and a maximum of 40 pages for the plan. The project must be delivered in a pdf or ppt file and any video it contains must be visible even if the presentation is offline.

FINALISTS SHORTLIST

The Tutor will select max 1 project per School, created by a Student or a Team of Students represented by a Team Leader, to be submitted to the ISKO I-SKOOL[®] Team by June 15th 2017. To help with the selection, from mid-May 2017 to early June 2017 the ISKO I-SKOOL[®] Team will be available to analyze up to 2 Team/Student's Projects together with each Tutor. In this case, the 2 Projects will be evaluated by the ISKO I-SKOOL[®] Team through short video presentations prepared by the 2 best Teams/Students selected by the Tutor. The complete list of Finalists will be published on the iskooldenim.com website.

The jury will be composed of renowned international fashion and marketing and communication experts and will evaluate max 1 Project per School.
The first section of the plan will count for 50% of the final grade, the other 50% will come from the other elements of the project.

THE JURY WILL EVALUATE THE FOLLOWING CRITERIA

1

BUSINESS AND MARKETING INTELLIGENCE PART

Completeness of the analysis and strategy

Definition of a distinctive market position

Coherence of the value proposition through storytelling and touch points

(50% of total points)

2

VALUE PROPOSITION DEVELOPMENT PART

True applicability of strategy

Tactical innovations

Clear and engaging storytelling

Creativity, originality

(50% of total points)



**End of February
to March**
School briefings.



May to June
Finalists selection.



By June 15th
Registration and project upload
via www.iskooldenim.com
Each school can present max
one project, created by a
student or a team of students,
represented by a group leader.



July - date tbd
Jury Day
We will invite all tutors
and finalists for 1 day.
Finalists will have
15 minutes to present their
project to the Jury.

PRIZE

The winning student or project leader of the winning group will receive an internship with one of the contest partners.



AWARDS CEREMONY

All finalists will be invited to the International Awards Ceremony that will be held on July in Italy.

FIRST EDITION

INTERNATIONAL SCHOOLS INVOLVED:
5 FOR DESIGN AND **1** FOR MARKETING.

PRESENCE AT **2** LEADING FAIRS IN EUROPE
WITH THOUSANDS VISITORS AT EACH EDITION.

MORE THAN **100** MAGAZINES, BLOGGERS
AND OPINION LEADERS CONTACTED.

DIGITAL ACTIVITIES
INCLUDING SOCIAL NETWORKS AND WEB ARENAS.

SECOND EDITION

INTERNATIONAL SCHOOLS INVOLVED:
9 FOR DESIGN AND **6** FOR MARKETING.

STRONG PARTNERSHIPS
WITH LEADING INTERNATIONAL TRADESHOWS WITH
THOUSANDS VISITORS AT EACH EDITION.

MORE THAN **250** MAGAZINES, BLOGGERS
AND OPINION LEADERS CONTACTED.

MORE ADVANCED
DIGITAL ACTIVITIES
INCLUDING SOCIAL NETWORKS AND BLOGGERS.

INTERNATIONAL
SCHOOLS INVOLVED:
13 FOR DESIGN AND
5 FOR MARKETING.

**BRAND-NEW
PARTNERSHIPS**
WITH VOGUE ITALIA AND ITS PLATFORM
DEDICATED TO THE FUTURE STARS
OF FASHION: VOGUE TALENTS.

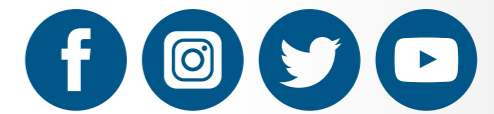
GROWING NUMBER
OF INTERNATIONAL FASHION MAGAZINES AND
INFLUENCERS REACHED. THEY'RE PRESENTING
ISKO I-SKOOLTM AS A CASE HISTORY.

SUCCESSFUL
DIGITAL ACTIVITIES
FOR THE ONLINE ISKO I-SKOOLTM
COMMUNITY.

THIRD EDITION



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www.iskooldenim.com

Thanks for your attention

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BRANDING