

2018 EDITION
MARKETING AWARD
BRIEF

UNDOCUMENTED



ISKO I-SKOOL™ IS A PROJECT OF

ISKO™

CREATIVE ROOM

“ *Denim:
a groundbreaking force in social history
and a propeller of the changes yet
to be documented.* ”

How can we look back and move forward?

What is the new forward?

Denim has been the lead in dressing social changes happening under the layers of society for more than a hundred years.

What will be its influence in the future?

How will we document the society to come?

UnDocumented is a blank statement, it is a state of non-confinement, a citizen of planet Earth free to navigate the world geographically, an idea that has yet to be documented, something unseen that speaks a new language, the undocumented future of denim growing from previous documents.

It is the non-official history of humankind and how denim will continue to move with it from behind the wheel.

UnDocumented: people leading a world in which a connective tissue – denim – unites them all.



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WHAT CAN BE EXPECTED FOR THE FUTURE OF DENIM AND, THEREFORE, OF FASHION?/1

The new market will be more and more permeated by a new type of consumer that cuts across traditional market segments: the **eco-conscientious consumer**.

An audience of **2.5 billion millennial consumers worldwide** is also coming forward. These new protagonists of the arena tend to **experience purchase as a "social contract"** that is **emotionally and ethically binding**.

Transparency, increased competition, and instant connection make consumers (especially millennials) more inclined towards **buying products that can express more value than their price** and, most of all, **they expect a company to be good** – good for people, good for society, and good for the planet.



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WHAT CAN BE EXPECTED FOR THE FUTURE OF DENIM AND, THEREFORE, OF FASHION?/2

Brands with a purpose will continue to outperform stock markets

(120% already in 2016, based on Interbrand's Report "Best Global brands"),
and **developing more purposeful brands will be critical** in order to establish
or enhance future brand equity.

The **Ingredient Brand model**, the **behind-the-scenes choice of virtuous
materials, services and approaches**, is ideally suited to provide transparency
and accountability for finished products.

Those brands that successfully reach a no.1 position in their relevant category
will be best prepared for a prosperous future.



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MARKETING BRIEF

Based on the 2018 UnDocumented theme and on the market scenario outlined in the previous pages, **Students are asked to develop a complete marketing strategy that successfully addresses a specific audience.**

The strategy will be intended for **an existing consumer brand** (Students will have to pick one) which is **launching a line of clothing and/or accessories that fully embodies the idea of a "Responsible and Positive Vision of the Future" (UnDocumented).**

Students should focus their strategy and marketing plan on the **importance of the "ingredients" for sustainability** (from fibers, to fabrics, to production, and so on) and take into account this **challenge**: how will a brand **market a responsible line of clothing and/or accessories** within its product range, **without hinting that the rest of the offer is less responsible?**

Develop a complete
marketing strategy.



Pick an existing consumer
brand launching a line embodying
a "Responsible and Positive
vision of the future" (UnDocumented).



Focus on the importance of the
"ingredients" for sustainability.



CHALLENGE

How to market a responsible line
without hinting that the rest of the
offer is less responsible?



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MARKETING PLAN CHECK LIST

- **Market Analysis**
- **Benchmarking Analysis**
- **Positioning Analysis** (of the brand of choice)
- **Consumer Segmentation**
- **Target Identification**

Internal Marketing Activities:

- **Identification of Trade Marketing Levers**
- **Identification of Touch Points**
- **Training of Sales Personnel**

External Marketing Activities:

- **Storytelling** – digital activities, channel strategy, ad campaign, PR & press relations
- **Garment Communication** – logo, label, key points
- **Point of Sales Activities** – displays, totems, store windows

▶ What is already out there, what works, what doesn't, where does the brand of choice stand.

▶ Ideal reference audience, size, metrics.

▶ Back of the house marketing activities.

▶ Front of the house marketing activities.

Students are asked to include all the macro points on the check list (here highlighted in bold).



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DELIVERABLES

In developing the Project as indicated above, **Students are free to choose the kind of output they prefer** (imagery, graphics, text, presentations, audio, video, etc.). **The only rule** concerns the **use of the English language** and a **maximum of 40 pages**. The Project must be delivered as a **pdf or ppt file** and **any video** it contains **must be visible even if the presentation is offline**. During the Jury Meeting, each finalist Team will have **10 minutes to present the Project** to the Jury.

Note: **each sheet MUST BE labelled with Student/Team Leader's first and last name, Title for the Project, School name and page number.**



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FINALISTS SHORTLIST

The Tutor will select max one 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 2018**.

To help with the selection, from mid-May 2018 to early June 2018 the ISKO I-SKOOL™ Team will be available to analyze up to four Teams/Students' Projects together with each Tutor.

In this case, the Projects will be evaluated by the ISKO I-SKOOL™ Team through short video presentations prepared by the Teams/Students selected by the Tutor. The complete list of Finalists will be published on the iskooldenim.com website.



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EVALUATION CRITERIA

The evaluation will be based on the following criteria:

- **Level of depth**
- **Accuracy of the analysis**
- **Innovation level of the idea**
- **Presentation style** (how well the idea is communicated)
- **Accuracy in following the Marketing Plan Check List**

Each one of the above items is worth 10 points,
for a maximum score of 50 points.



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