



ADVERTISING CAMPAIGN :
A Poster for the UK Market
Format : Poster A4 + oral presentation

I. THE ADVERTISER : VEJA (GREEN TRAINERS¹)

1. Brand Presentation

VEJA is a French brand created in 2005 by 2 young men : Sébastien Kopp and François-Ghislain Morillion, one from HEC and the other from Dauphine University. Willing to create a different brand and interesting by fashion and trainers, they chose to compete with two giants : Nike and Adidas². They decided to create a GREEN basket. VEJA means « **LOOK / NOTICE** » in Brazilian/Portuguese. Why Brazil ? Because, their sneakers are made in Brazilia. In 2012, VEJA won two prizes in UK : *The Guardian Sustainable Business Award* (Supply Chain Category) et *The Observer Ethical Award* (Fashion Category, awarded in association with Vogue UK).

2. Concept and values

What are the main characteristics of those green VEJA Trainers ? *"From the fields of north-eastern Brazil to the shop floors of Europe, the company aims to achieve high social and environmental standards – actively promoting eco-farming, campaigning against deforestation, supporting workers' rights and creating employment for poor families"* (The Guardian, 2012).

A) Materials :

- organic cotton produced by the ADEC association (Flo-Cert by Max Havelaar),
- Wild rubber from the amazon obtained with natural process,
- Vegetable-tanned leather which is more ecological.

B) People :

- They work with several associations in Brazilia. They offer a decent wage to people (for example, they buy organic cotton 65% more than the average market price). They pay attention to people lodging, all workers have electricity and water at home. 80% belong to a trade-union.
- In France, they work with the ASF (Atelier sans frontier) Association who help fighting exclusion offering reintegration by work.

C) Zero Policy :

- Zero stock. They try to avoid costly stock and materials waste by producing on demand.
- Less CO₂ as possible. Products travel by sea and not by flight.

¹ Even if VEJA is a true brand, some elements have been changed or created specifically for this study case. In reality, VEJA doesn't advertise, thus, they can pay more Brazilian producers and they offer trainers at the same price as well-known brands even if the cost is 3 to 4 times higher.

² Today, Nike and Adidas have also their own sustainable line of shoes : respectively Nike Considered and Grü

3. Marketing

A) Product : Veja offers 3 lines of products : trainers, bags and accessories. But it is mainly known for its shoes. They sell products for men, women and since 2009 to children. Bright colours, modern shape, VEJA trainers are definitely fashion products. They have nothing to do with awful green shoes targeting ecologists.

Sébastien Kopp and François-Ghislain Morillion presented their first trainers in 2005 at the Palais de Tokyo, well-known modern Art museum in Paris. In 2006, they initiate their first cobranding with Agnès B. Then, quite each year, they collaborate with a trendy brand : Comptoir des cotonniers, Merci, Bonpoint, or an artist (Greg Asner, photograph or Luc Jacquet for its movie *Il était une forêt*).

If you want to discover the collection and to better understand the brand: <http://www.veja-store.com>

B) Price : The average price is around 115 euros for an adult product and prices range from 99 to 199 euros (for a new incredible product made with a fish tanned skin !). For children prices range from 50 to 99 euros. Even if the production cost is 3 to 4 times higher than for Adidas or Nike, they decide a price closed to these famous brands by reducing logistics and communication costs. We can say that it is a top of the range price positioning but not a luxury product.

C) Place : We can find VEJA products in selective stores. In 2010, VEJA opened its own concept store : « Centre Commercial » 2, rue de Marseille in Paris. You can find there VEJA products but also selected items from trended brands : fashionwear but also bicycles. They also have an e-shop with a permanent outlet corner.

D) Promotion : Founders have decided to focus on Public and Press relations to develop word of mouth which is facilitated by cobranding. They also invest a lot in new technologies : social network with their Facebook page ("Veja vêtements" not to be confused with another Veja page of a Brazilian magazine), tweeter, instagram and you tube channel. They organize conferences : "*La Canalisation : Marques et artistes, liaisons dangereuses ?*". They also finance exhibitions about themes matching their values : "Novo Mundos", Brazilian street art : "Sao Paulo, mon amour". VEJA products are offered in more than twenty countries now, even in Brazil where they were forced to change the name because Veja is already used by a magazine.

E) Why advertising now ? And why in UK ?

Because a collective of magazines and newspapers decided to offer free advertisements pages to a few brands engaged in fair trade and, or, ecological production processes. VEJA is one of them. Thus, the first brand's **print campaign** will be launched in June 2021 in several fashion and lifestyles magazines.

II. OBJECTIVES

For the first time, VEJA is going to advertise its brand and it will be for the UK market. As said before, a **print campaign** will be launched in early June 2021 in several fashion and lifestyles magazines. And you have to create this ad.

More specifically, this ad must fulfil several objectives:

- **Increase brand awareness, beliefs to be created: trendy, hype, green product...**
- **Create emotions to be associated with the product and the brand: cool, pleasure, positive, funny... + positive attitude toward the product and the brand.**
- **Increase purchase intentions & brand switching from famous international brands.**

III. TARGETS

VEJA targets a wide range of people: men, women, young, children. They all are interested in fashion and most, but not all, by green and fair trade products.

IV. CREATIVE ELEMENTS

You will find in this part the issues to be considered and the fundamental elements you have to consider when creating your ad.

- **Be careful, you must use the VEJA logo.**
- Be careful about the choice of your advertising techniques
- About the building of your slogan
- About your tagline or catchphrase
- About the colours, etc.



DELIVERY FORMATS:

- **PDF file of the poster to send to your English Teacher (via Moodle => Clooney-Damon-Pitt.pdf)**
- **A convincing 10 minutes oral presentation analysing your final poster in details**

Each group must gather around 3 to 4

RETRO-PLANNING

When ?	What ?	What to do?
STEP 1	Explanations of the topic to work on WEEK 9	Read the case study and build your team Begin to think about the poster – slogan – colours ...
STEP 2	Work-in-progress WEEKS 10 + 11 + 12	Creation of your ad and of your presentation
STEP 3	Oral evaluation WEEK 12	Final Poster + Final Report

EVALUATION

Work in progress = 5 pts

Presentation + Poster = 15 pts

To go further...

About the company : <http://www.theguardian.com/sustainable-business/best-practice-exchange/veja-ethical-passion-fashion>

<https://www.nytimes.com/2015/10/27/t-magazine/veja-sustainable-shoe-brand.html>

<https://www.wired.com/2016/01/these-are-the-coolest-sustainable-sneakers-weve-ever-seen/>

<https://www.theguardian.com/fashion/2017/oct/19/green-age-kicks-how-ethical-trainers-won-the-fashion-seal-of-approval#img-1>

https://www.lesechos.fr/21/06/2016/lesechos.fr/0211047863928_les-baskets-ecolos-veja-accelerent-le-pas-a-l-international.htm

About the co-founder : http://www.lexpress.fr/styles/mode/sebastien-kopp-co-fondateur-de-la-marque-de-baskets-equitables-veja-repondait-a-vos-questions_760123.html

About cobranding : <http://www.harpersbazaar.co.uk/fashion/fashion-news/lily-cole-on-living-sustainably>

THE FINAL POSTER & PRESENTATION

The aim of the poster & the presentation:

This is an advertising competition. You must convince your prospective client/advertiser to use your print advertising campaign for VEJA with your analysis of the brand and its competition as well as with your advertising methods.

Your presentation should convey knowledge of the company and your confidence in the success of this advertising campaign. Illustrate how your advertising campaign will benefit the company and achieve objectives.

You must give a name to your campaign. Ex : « Love Story », « The gift », « the tree »... This name should give an idea of what we will see in the ad.

Points to be developed in the presentation:

1. THE CONTEXT

A **quick** presentation of VEJA and the market targeted. Why an advertising campaign for the UK market? You must persuade the client that you have perfectly understood him.

2. THE ADVERTISING STRATEGY

What is the main communication stake ? Why ? Who is your target ? Primary target, core target if any ? Secondary ? Remember to describe them precisely : who they are ? what they think ? what they like ? what they want ? in general and more specifically with this product. What are your communication objectives ? What your targets should think, feel and do after the ad exposure ?

3. THE STRATEGY

You have to **precise** and **justify** :

- **The claim:** the advantage the product promises the consumer, its consumer **benefit**.
- **The reason to believe:** rational argument and/or rhetorical support an ad offers to make the products' promised advantages credible.
- **The tone:** the atmosphere of your campaign (choice of words, illustration, colours...)

Remember to express: The Unique selling proposition (USP) or selling point in any ad campaign consists in identifying the fundamental element of consumer benefit, such that the competition can't offer the same thing (competitive advantage), the strength of which is enough to push through a sale.

4. YOUR CAMPAIGN

You will include your advert and then explain how you composed it.

- **What is the main idea ?**

You have to explain images and texts but also the ad construction. How you guide your target's eyes ? What is your persuasion process approach ?

- **Why it Works ?**

You must persuade us that you will achieve your goals. Remember the key success factors of an advertising...

NOTATION CHART :

Work in progress : 5 pts

Presentation + Poster = 15 pts => English (vocabulary, syntax, grammar...) in the report + poster : /5
=> Persuasion (arguments quality, techniques well-explained...) in the report: / 5
=> Creation (quality, fulfilled objectives, coherence of the choices – slogan, illustration ...) in the poster: / 5