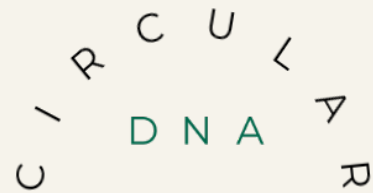


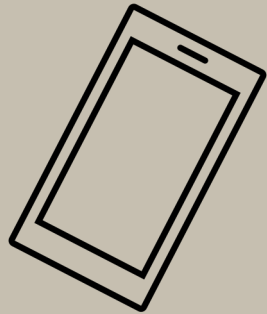
Digital marketing strategy



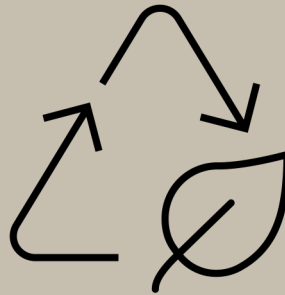
Jussi Ojansuu 996363

Eveliina Lehtisalo 999360

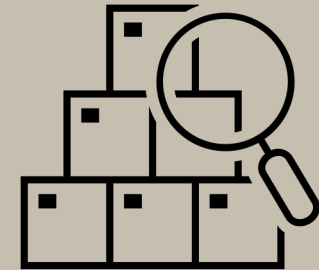
What is Circular DNA?



An app that enables easy access to digital product information by utilizing digital labelling technology

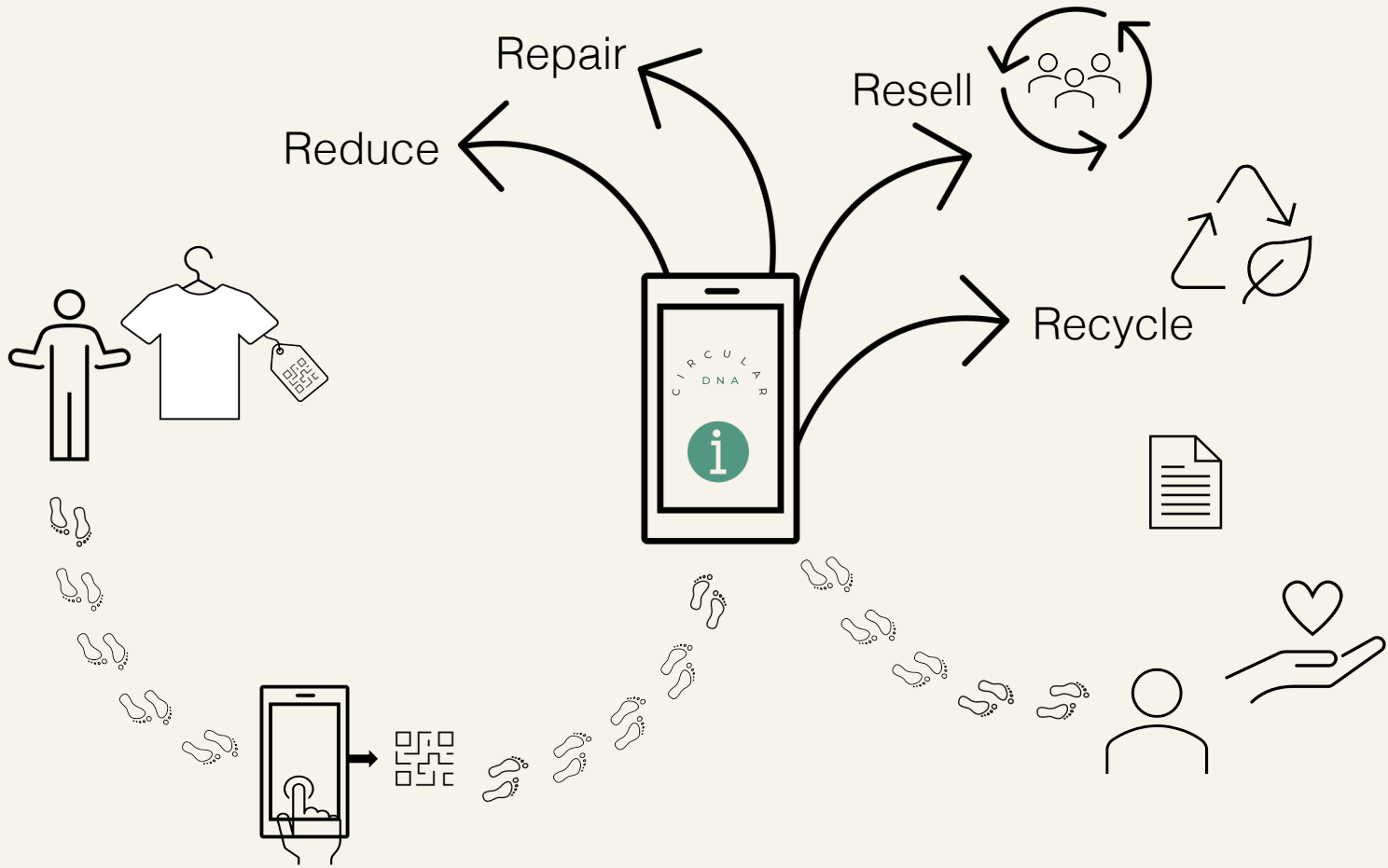


A way to transform the fashion industry to data-driven circularity



An experience that provides transparent product journeys to consumers

How does Circular DNA work?



1

Consumer is clueless and would like to access some critical product information

2

Through Circular DNA app, the consumer scans a QR code or a hardware tag (NFC, RFID or Bluetooth) that is attached to a product's care label or lining

3

App reveals detailed product data including product information (e.g. materials, brand, origin, retail price and journey) and useful tips for circulation (e.g. information of product care, repair, resale markets, recycling instructions)

4

Consumer can finally purchase transparent fashion that is authenticated – and cherish their favourite brands!



Mission

Bring people transparent
product experiences to
facilitate their everyday
sustainable lives



Vision

Create a transparent
circular fashion ecosystem
utilizing open data-sharing



Values

Exploring new paths
Better together
Carrying responsibility

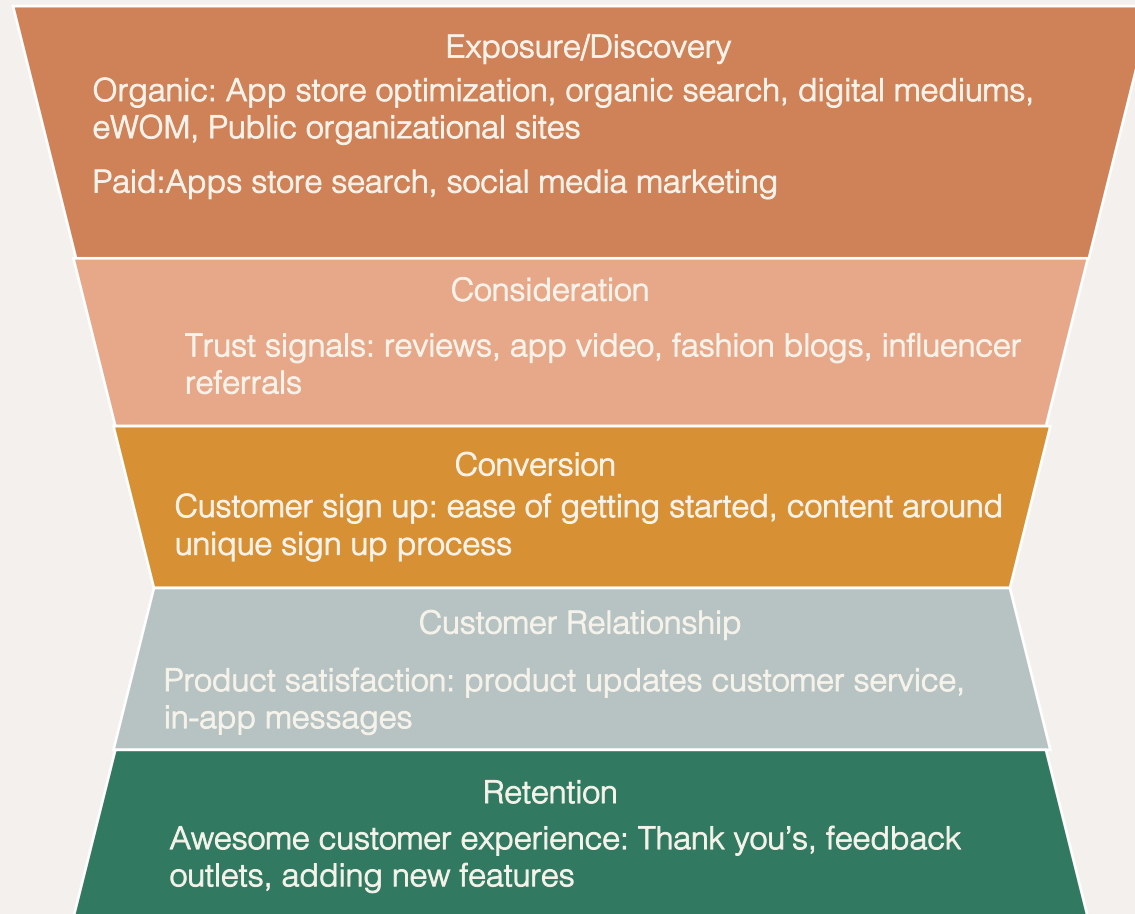
Landscape analysis

Today's ever-growing fashion industry is lacking transparency and traceability as complex global value chains conceal crucial product information. Consumers are willing to find out the origin and quality of items companies are selling.

The industry is in a need of new digital solutions revealing the product composition, journey and authenticity, in order to facilitate the change towards a circular economy.



Mapping out strategy



As the app is free of charge the “purchase decision” is easy, yet the key element is to raise awareness and discoverability among other competitors

The app should be updated regularly aligned with EU Digital Product Passport development

GSOT Strategy Framework

	What	How
High Level	<p>GOAL</p> <p><i>1M app downloads in the EU area in one year</i></p>	<p>STRATEGY</p> <p><i>Awareness</i> <i>Interest</i> <i>Desire</i> <i>Action</i></p>
Detail Level	<p>OBJECTIVE</p> <p><i>5% conversion rate meaning that we would reach 20M people in the EU</i></p>	<p>TACTICS</p> <p><i>Collaboration</i> <i>Get featured</i> <i>Stay up-to-date</i> <i>Be fresh</i></p>

Target Audience

- Consumers that have hunger for product authenticity or/and sustainability information
 - E.g. conscious university/vocational school students who study business,
- Powerly targeting an age group of 16-35 years old consumers



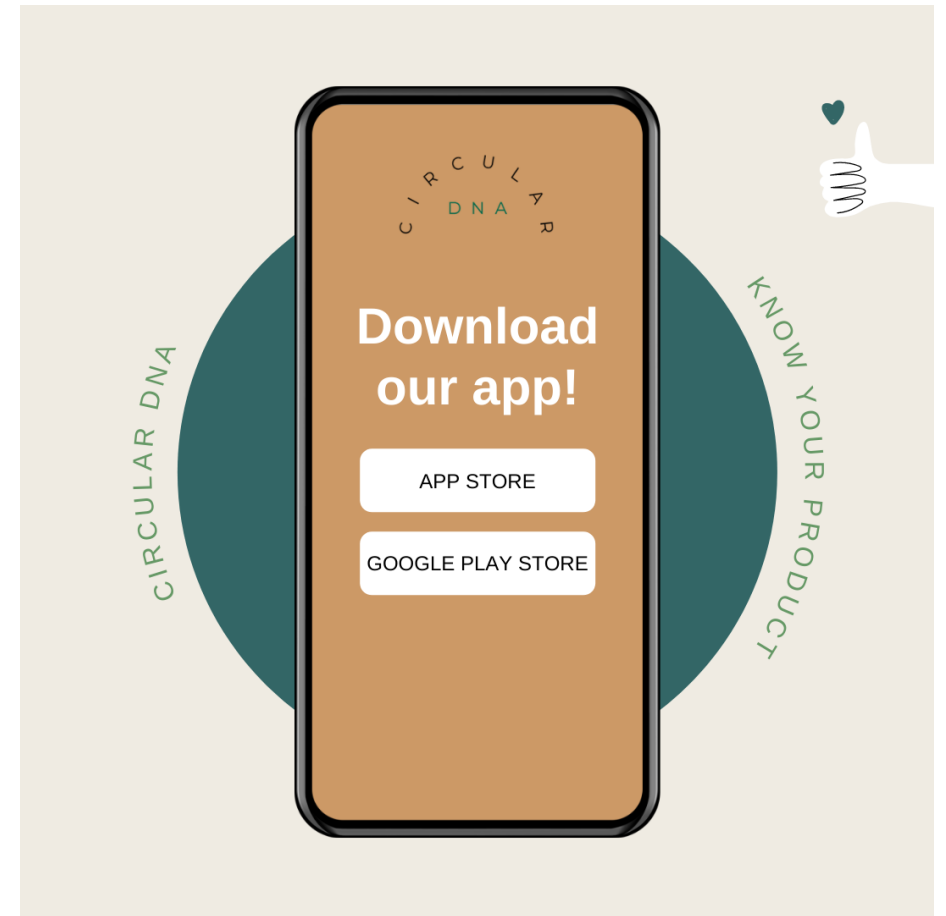
Content strategy

Awakening communication method which clearly states out the current challenges in product transparency in the fashion industry

Help consumers to recognize sustainable brands or brands that do want to do a change

Sustainability is a very sexy topic on social media
-> we want to create transparent and inspirational content beyond the current trend

-> we also want to offer a bit provocative content to push consumers to better actions



Channels

Omnichannel strategy

Content marketing

Generating brand awareness and loyalty through creative content creation. The concentration is on traffic growth, customer targeting and lead generation. Content can be created on websites, social media platforms, blogs and podcasts.

Social media marketing

Educative, fresh and engaging social media presence that aims to proactive two-way communication with consumers. LinkedIn, Instagram and Facebook function as main channels.

Clear & engaging website

Website is up-to-date, responsive & provides a great representation of Circular DNA.

Search engine optimization (SEO)

Ranking Circular DNA as high as possible in search engine results by SEO.

Email marketing

Communicating with consumers by sharing news related to Circular DNA and important topics in the textile and fashion industry. The purpose of email marketing is also to lead people to our website and promote possible events.

Pay per click (PPC)

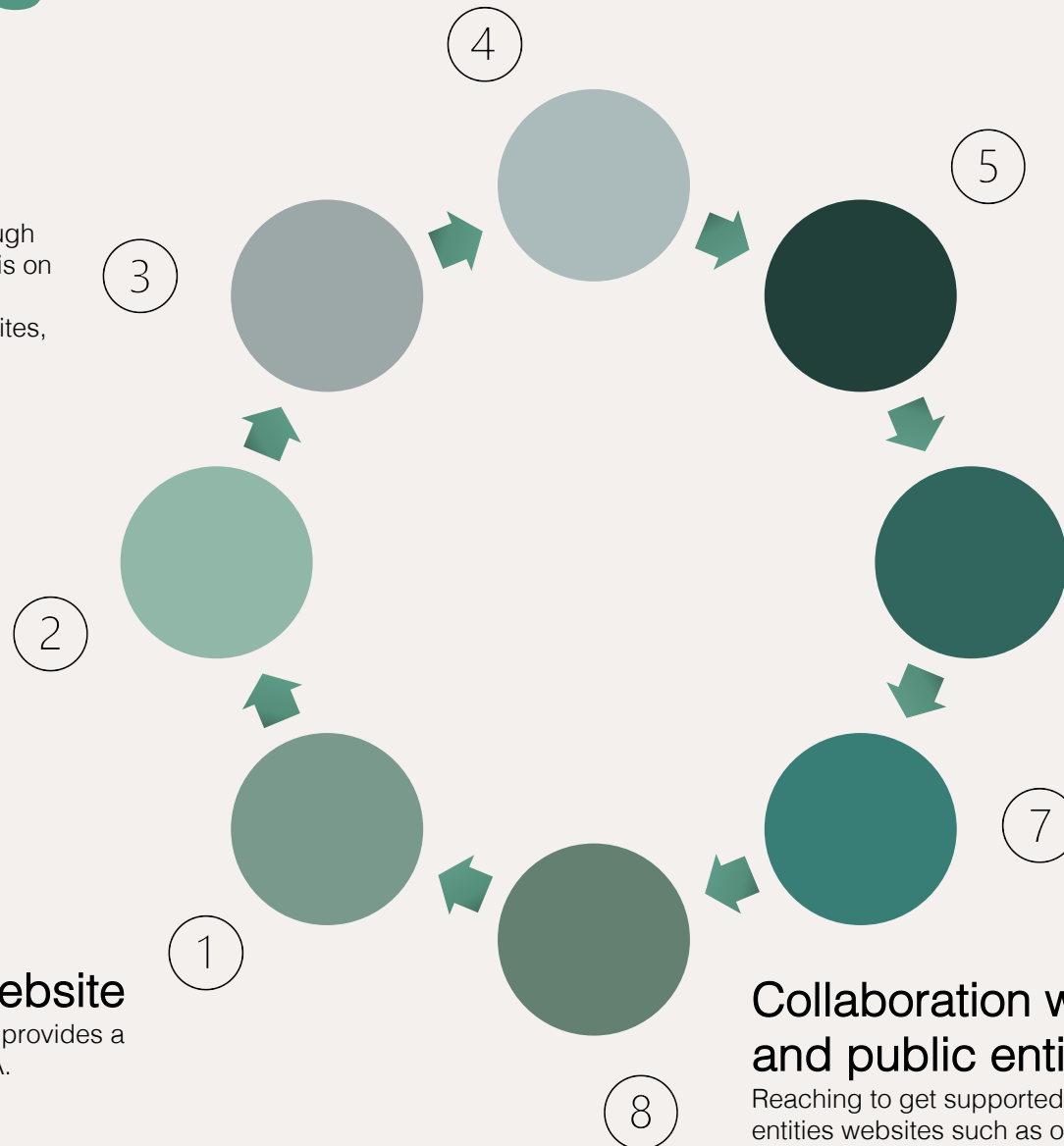
Increasing website and app traffic by collaborating with third parties that publish our advertisements and receive a compensation per each click. Google Ads could be a good programme for this.

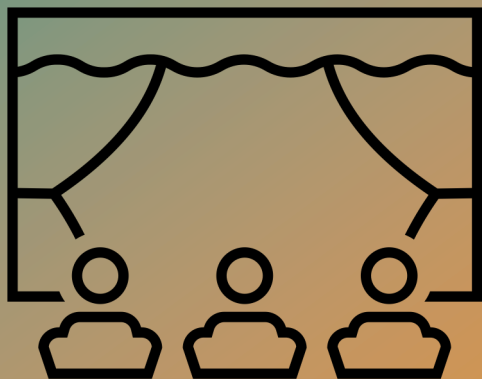
Digital news outlets marketing

Our goal is to arouse strong interest of digital fashion news outlets such as Business of Fashion and Vogue, but also more traditional ones such as Reuters and BBC.

Collaboration with NGOs and public entities

Reaching to get supported on NGOs and public entities websites such as on the European Commission's, governments' and UN's websites.



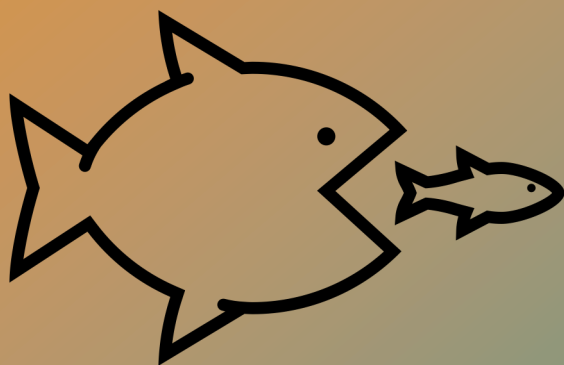


Key performance indicators and benchmarks

Number of app downloads

Different marketing platform success utilizing UTM tags

How possible emerged competitors are doing (taking into account other markets)?



Thank you!