

Madsell

Campaign Strategy



Introduction

Madewell is a premium denim clothing store that was founded in 2006. Our team particularly wanted to focus on the company's mission statement of creating "meaningful community initiatives," as it has come to our attention that they are not as transparent about their inclusivity as they claim to be on the Social Responsibility page of their website. A few months back, the company began adding plus-size models to their website to allow customers to see the clothing on a wide array of body types.

It was a slow start for the company, though, as many of the items did not include pictures of different models, but they now have them featured with almost every product. However, we feel that this initiative is not executed as well as it could be. As it stands, there is a drop-down menu on some clothing pieces that features "other sizes," but it was relatively difficult to locate. Additionally, there is a tab that reads "Extended Sizes (16-24)," yet they still do not use plus-size women to model that clothing. Madewell needs to make it known to their audience, like consumers of their brand and stakeholders, that they are pushing forward with their efforts of inclusivity.



Pitch for Campaign

Madewell would benefit from developing a more cohesive inclusivity approach across their online efforts and their physical actions. Specifically, the company would benefit from a campaign in which they host a gathering at their top five most successful stores in America wherein they have models of all different sizes previewing the clothes for customers and assisting them in whatever way they need. This would include styling suggestions, offering precise measurements to fit customers into the correct clothing sizes and, overall, creating a more inclusive atmosphere in the stores as they are pushing to do online.

Additionally, another portion of the campaign would include the head leaders of Madewell dispersing across the company's top five stores to do a question and answer session with customers. This would allow the leaders of the company to engage with their customers, write down their suggestions, and, ultimately, become more transparent about their efforts towards inclusivity.



Campaign Goals

With the advancement of Madewell's inclusivity campaign, we hope to...





Research

Audience

As a company, Madewell is committed to initiatives that promote fair trade, eco-friendly solutions while also utilizing their influence to promote a better, more uplifting culture surrounding clothing. In doing so, our team understands that their audience and stakeholders are made up of those with a forward thinking, optimistic outlook.



Approach

While Madewell's audience exists across many different social media platforms, we find that a large part of what we are hoping to share with their audience is something that is more interpretive. We do not only wish to tell customers why the company's culture and clothing matter, but we want to show them. With the acknowledgement of the audience demographic, our perception and understanding of the platform, and the company's 1.3 million followers, we have chosen Instagram as our primary means of campaign promotion.





Using Instagram

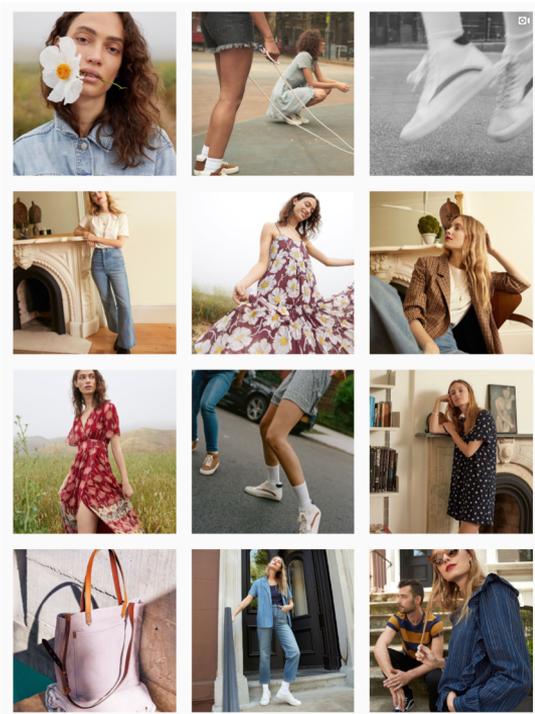
Madewell would benefit from creating posts like the three on the right. These Instagram posts show customers with a wider range of body types than what Madewell currently displays on their Instagram feed. Following our timeline, we will use these posts to promote the campaign two weeks prior, one week during, and one week after. Each post is worded in a similar way to Madewell's current posts, ensuring that customers are still able to recognize the brand, yet they now get more variety in what they view.





Madewell's Current Feed

Currently, the visual aspect of Madewell's feed is primarily focused on their female demographic. Their imagery consistently showcases the models posing in their clothing, yet with little representation of their plus-size models. The quality of the photographs speaks to how the company values their image, yet they still need to push for more inclusivity on their Instagram.





Style Guide

Font

P22 Underground

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Sleek and sans-serif, the font is sufficiently readable at all sizes and weights.

Color

Primary



The primary colors of Madewell are black and white. Simple and sleek, they allow the main content of the site to shine.

Secondary

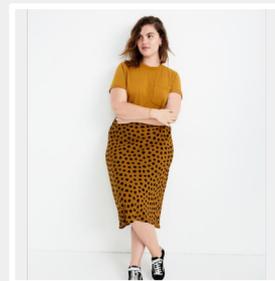


The secondary colors of Madewell are pastels. Embodying comfortability, these colors are inviting and familiar.

Tone



Powerful, comfortable, and determined. Madewell is a company committed to changing the way people think about clothing.





Who Will Sign Off



Although our company will be creating the campaign for Madewell, it will be their leaders across top departments that ultimately sign off on the finalized project. These individuals and stakeholders range from the creative and marketing teams, to those in the upper levels of the company's hierarchy. Our company and Madewell will collectively decide whether or not the campaign is at the stage that it is ready to be deployed to the public.



Timeline

Week 1

Introduction



During this phase, we will plant the seed of our event.

- 1 instagram post per day
- A blog post containing all information about the upcoming event cycle will be published on [madewell.com/inspo](https://www.madewell.com/inspo)

Week 2

Promotion



During this phase, we will begin promoting our event on Instagram using the hashtag **#MadeForInclusivity**.

- 1 instagram post per day
- Consumer generated content will begin to appear for the hashtag

Week 3

Execution



During this phase, our models and company leaders will be present at our five stores.

- 1 instagram post per day
- Store events every day
 - Monday-Friday
 - Q&A sessions
- Saturday and Sunday

Week 4

Follow Up



During this phase, we will communicate with our consumers to gather feedback and offer answers to remaining questions.

- 1 instagram post per day
- Focus on customer interaction on Instagram



Two Weeks Prior to Campaign

Introduction and Promotion on Instagram

Before launching our campaign, it will be important for Madewell to announce to their customers the goals and intentions of the campaign leading up to the execution day. This will include posting promotional Instagram posts each day leading up to the campaign, stating the locations of the five stores that will be participating, and introducing the models that will be present at those stores. To provide a general summary of the event for our customers and investors, a blog post will also be made on [madewell.com/inspo](https://www.madewell.com/inspo).

During this time, our team will also place special attention on increasing the inclusivity of customers of all sizes, allowing them to feel comfortable in Madewell's stores by providing any help they may need in finding the clothes that suit them best. During this promotion, we will be encouraging our customers to take photographs of themselves in the clothes, using the hashtag #MadeForInclusivity.



One Week During Campaign

Execution

Throughout the entire week of our campaign, Madewell models and leaders will be distributed to the top five busiest stores. This will consist of five days on-site (Monday-Friday) for our models, and two days (Saturday-Sunday) consisting of Q&A sessions with leaders of Madewell.

During the weekdays, our models of all sizes will be providing help to customers ranging from helping with proper sizing to fit them into the most comfortable clothes, to answering any questions about the products available in-store, to providing styling suggestions and fitting room assistance.

On the weekend, the top associates at Madewell will be present to answer and ask their consumers questions, as well as respond to and record any feedback from our week-long campaign, and any other general questions or concerns.



One Week Post-Campaign

Follow Up

The week after our campaign, we will be communicating with Madewell to ensure that their team is engaging with the customers. We will assist them in promptly responding to any further feedback, questions, or concerns by encouraging customers to DM the company or communicate with us using the hashtag #MadeForInclusivity.



Crisis Communication

In the event that our campaign receives negative press or if our hashtag #MadeForInclusivity gets hijacked, we will meet with the head leaders of Madewell to discuss how we can turn the fallout into a positive. Our team, as well as Madewell, wants to continue to better ourselves and the brand for any future campaigns that we may hold together.

Should any negativity arise, we would have Madewell put out a brief statement that reads as the following:

“Over these past few weeks, we at Madewell have paid special attention to inclusivity. We have struggled in the past with being transparent about our efforts, and we know that we have not always executed our inclusivity initiative as best as we could have. Positive or negative, we are open to receiving any feedback that our customers are willing to put forth. With that said, please DM us on Instagram, tweet at us, or reach us through email, telephone, fax, or mail with any comments, questions, or concerns.

Sincerely,
The Madewell Team”



Major Takeaways

Our team wants to leave Madewell with these final takeaways from our campaign:

- Reflecting on the company's mission statement periodically will allow for implementation of progressive campaigns that will help resolve any rising issues.
- Involving customers with major company projects allows for more proactive interactions and increased sales as customers feel respected and appreciated.
- Consistently involving inside stakeholders (leaders, creative and marketing teams) as well as outside stakeholders (audience, customers) will increase productivity and lead to more successful launches of campaigns that will help progress Madewell towards inclusivity.



Questions?

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BY TWITTER:

Have a question? Tweet us from 7am to 12am

ET, seven days a week [@askmadewell](https://twitter.com/askmadewell)

BY FAX:

434 385 5754 for order forms or questions

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