

Campaign Strategy for Madewell: Pitch

What Kind of Campaign Madewell Should Run and Why

Madewell is a premium denim clothing store that members of our team are consumers of and wanted to further analyze. We particularly wanted to focus on the store'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 their 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 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 that features "other sizes," but was relatively difficult to locate. Madewell needs to make it more known to their audience, like consumers of the brand and stakeholders, that they are pushing forward with their efforts of inclusivity.

The company would benefit from developing a more cohesive inclusivity approach across their online platforms and physical stores. Specifically, they can benefit from a campaign in which they host a gathering at their top five most successful stores wherein they have models of all different sizes previewing the clothes for customers and assisting them in whatever way they need. This could 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 doing online. Another portion of the campaign would include the head leaders of Madewell dispersing across the five different stores and doing a question and answer session with customers and writing down consumer suggestions so that the company can be more transparent about their efforts towards inclusivity.

Madewell's Audience

Madewell's target audience is women in their twenties to mid-thirties who identify with the idea of modern, easy, simple clothing at reasonable prices. The company also targets their male audience by having a navigation bar on their website to separate the two options of clothing (women/men), making it easier for the consumer to distinguish between the two.

Why This Campaign is Useful to Madewell

This campaign is useful to Madewell because it will create a more loyal client base by implementing more transparent approaches towards inclusivity. As mentioned earlier, the company states that they are inclusive, but that only goes so far when the customers are unable to feel the effects of it. With our storefront campaign featuring various sized models wearing the clothes and helping customers, as well as the top leaders of the company answering questions and receiving suggestions, Madewell will soon be able to brand themselves as a completely inclusive company.

Sources

[Madewell Website](#)

[Parent Company on Social Responsibility](#)

[Mission Statement](#)