

The logo for the CIPR Pride Awards 2019 Gold Winner. It features the text "CIPR PRIDE AWARDS 2019" in white on a black background, followed by "GOLD WINNER" in large, multi-colored letters (pink, orange, yellow, green, blue, purple).

Category: Best Publication

Company: Karol Marketing

Entry title: Karol Marketing - Judge a Publication by its Cover

Brief and objectives:

Ventile is a cotton textile. But, it is no ordinary fabric. Densely woven from extra-long staple cotton yarns, it becomes highly water resistant and breathable, making it superbly protective and comfortable to wear.

Unlike modern, petro chemical derived fabrics, Ventile doesn't break down into micro plastics that pollute our seas. It is completely natural. It may have been around for over 70 years but because of its eco credentials, Ventile is experiencing something of a resurgence – a resurgence that has caught the eye of global apparel brand, Tommy Hilfiger.

Our client, Daniel Odermatt, based in Switzerland, called us to say Ventile had been asked to present to Tommy Hilfiger in Amsterdam. Ventile would be one of eight textile brands being considered by the brand.

Mr Odermatt wanted to make an impression. He wanted his presentation to stand out from the crowd and for it to look and feel different. But, short of standing in a shower, he didn't know how.

The idea, research and planning:

We wanted to make Ventile's message interesting enough so that it could become a story that would be relayed to others beyond the intimacy and immediacy of the presentation to fabric specifiers at Tommy Hilfiger itself. If people were talking about the Ventile presentation long afterwards, that could only be good. It might lead to a fabric order at some point.

Our idea centred around being tactile, interactive and engaging. We wanted to bring the fabric, how it worked, its touch, feel and drape to life. Our presentation had to be innovative and engaging and it needed to end with a brochure being left in the hands of Tommy Hilfiger – a bespoke brochure which lived up to the dynamism of the presentation. We wanted to clothe the brochure in Ventile fabric and for it to be an integral part of the presentation – to draw upon the themes of history, performance and environment.

We already knew how Ventile worked (the densely woven fabric yarn swells when damp providing an effective seal against the elements) so for the presentation we began researching interesting ways of presenting the Ventile story.

Where extra-long staple cotton yarn comes from – it's only found in 2% of the world's cotton crop

How much extra-long staple cotton yarn is organic – it accounts for 0.04% of cotton production worldwide. It's very rare!

How much yarn is wound onto a cone ahead of weaving – enough to go around the world twice!

How we could show something like cotton expand before your eyes – expanding snow... just add water and it expands to rapidly overflow its container

How we might write, design and produce a Ventile brochure, complemented by a fabric jacket cover – produced in under two weeks!

Strategy, tactics, creativity and innovation:

The presentation:

- We wrote, designed and produced a 25-page PowerPoint presentation (with speakers notes)
- Bringing the presentation to life, Mr Odermatt had a 'cone of yarn' and 'expanding snow' – giving him different themes to talk about
- The presentation culminated in a colourful presentation of bespoke A3-sized brochures for maximum impact.

The brochure:

- Karol wrote, designed and produced a 12-page A3 brochure
- The brochure drew attention to three unique themes; history, environment, performance
- We introduced our 'campaign call' into the brochure "Join the Movement. Love the Environment. Choose Slow Fashion."
- We designed and produced embroidered jacket covers for the brochure, featuring a zip, lining and front pocket
- The jacket pocket contained a memory stick with a digital version of the brochure and a Swiss chocolate – designed to create a lingering and lasting impression.

Delivery:

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- Brief received: 11th March 2019
- Background research/exploration of creative approaches: 12th – 18th March 2019
- Selection of final idea and agreement on strategy: 19th March 2019
- Creation of materials: 20th March – 5th April 2019.

Presentation:

- Copywriting presentation: 20th – 25th March
- Presentation design: 26th – 27th March
- Sourcing materials: 20th – 21st March
- Briefing client: 1st April.

Brochure:

- Copywriting brochure: 20th – 28th March
- Sourcing photography: 25th – 27th March
- Client approval: 28th March – 1st April
- Brochure design: 1st – 3rd April
- Printing brochures.

Brochure Covers:

- Sourcing fabric: 20th – 27th March
- Sourcing embroidery/machinist: 25th – 28th March
- Collection: 3rd April.

Consignment to Holland:

- Presentation materials delivered to client ahead of presentation: 8th April
- Package.

The box contained:

- 12 x brochures with jacket covers and memory sticks inserted in front pocket (chocolate direct from Switzerland)
- Expanding snow plus glasses for demonstration with exact measurement of snow and water marked on both

- Dustpan and brush to clean up snow
- Presentation clicker, plus batteries.

Measurement and evaluation, including engagement of target readers:

The client was extremely happy with the brochure and its integration with the overall presentation.

Daniel Odermatt, 10th April: "All received well in my hotel room in Amsterdam. I had a closer look at what you have produced in such short time. I'm amazed how good this all looks. The brochure is just beautiful. Thanks a lot to all of you!! I will test the expanding snow, hopefully I won't blow up the room!"

The client reported that the brochure and presentation had the desired impact and was received very positively by Tommy Hilfiger. It's too early to say if the client has/will win an order from Tommy Hilfiger but the client maintains that the brochure and presentation contributed to a very warm reception and that ongoing dialogue is looking extremely promising.

The brochure is now being used for promotion on social media, website and email footers.

In 2019/20 the creative elements of the brochure will form a design competition amongst fashion students for 'best brochure cover'.

Budget and campaign impact:

- Research, creative development, project management: £2750
- Drafting PowerPoint presentation content: £1,100
- PowerPoint presentation design £550
- Sourcing photography: £275
- Brochure design: £1650
- Digital print of brochure: £300
- Design/production of Ventile brochure jacket covers: £635
- Presentation materials: £107.64
- Delivery: £101.68
- TOTAL: £7,469.32.

Daniel Odermatt, 12th April: "I could place my Ventile message very well thanks to your help. The CEO especially liked the content. Thank you all again for your help and support! I just showed the brochure and the jacket to Thomas and he was very impressed and likes the brochure very much just as I do."