

# PDP

Elisabeth Setordzi

ELISABETH SETORDZI FEB 10, 2021 11:04AM

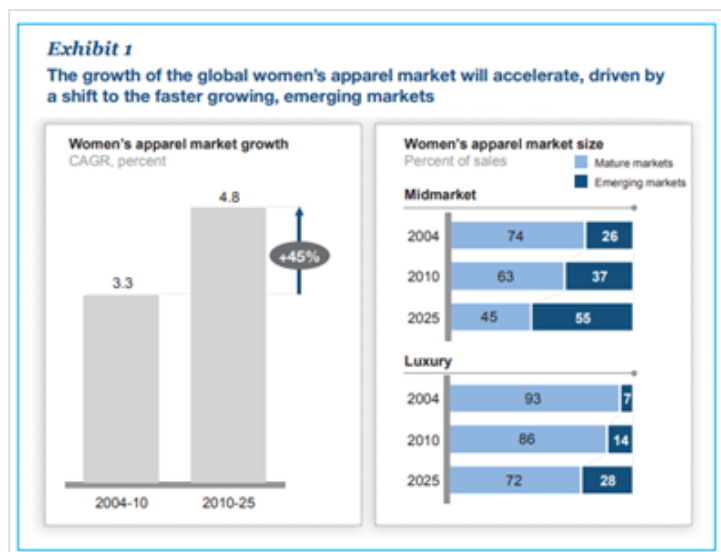
## Macro environmental factors

### Employees:

This group are a significant factor, as they are the ones who contribute and significantly help businesses—the employees' standard quality results from the motivations, training, and opportunities given to them. Employees need to present quality work for business to rise and be more successful. Training and development play a crucial part in accomplishing a competitive edge, mainly in marketing. It has been stated that 71% of head directors say that employee engagement is crucial to their business success.

### Growth in the Global economy:

The global economy is supposed to grow and increase in the following years, as stated by the OECD. (Organisation for Economic Cooperation and Development). European Commission (2014) says that the fashion industry has been continually increasing at around 10%. Schmidt, Remy, Werner and Lu declare that the global women's apparel business growth scale is expected to rise by 50% until 2025. It is resulting in more significant possibilities for the internationalization of apparel brands.



### How progressive brands are bridging the gap with diverse communities.

It has been stated on the marketingweek website that “despite one in six people in the UK being from an ethnic minority, only a third feel represented in marketing”(Costa, 2021), and that needs to change. Luckily, forward-thinking brands are slowly showing

that local media and events can introduce change by partnering with influencers. Sainsbury has covered all bases when celebrating black history month back in October 2020. From showcasing recipes in-store and online chosen by Black colleagues to represent well-known cuisines and communities to partnering up with well-known food brands to help black creators. As they aim to be the UK's most inclusive retailers, they successfully delivered the three core components of engaging with a specific community.

### Brand culture:

A brand culture highlights and defines a brand's DNA and the values that control each brand experience, interaction, expression, employees and customers. It is the culture expressed and defined by the company. The employees live the brand's core principles to solve customers' issues, make strategic and profitable choices, and produce excellent quality and branded customer experience externally. (88% of employees think that well-built company culture is a crucial factor in business success).

### Exposure: Miranda Barnes

Gem Fletcher, an Art director, presents Miranda Barnes's photography; her work is rooted in social justice, she examines Black life narratives. Miranda Barnes has always had a focus and interest in social justice. Her photography is very inspiring; by one glance, it unveils a story behind the picture. Her photography expresses "violence against marginalised communities" (Fletcher, 2021). From the prison system in America to violence and brutality against a particular ethnic community, mainly the black community. I love how the title for this project is called 'exposure'. Thankfully the smallest thing can have such a huge impact; just taking photographs can spread awareness. Now that we live in a digital world, it is easier to spread awareness, even if it is the smallest thing, such as taking photographs.

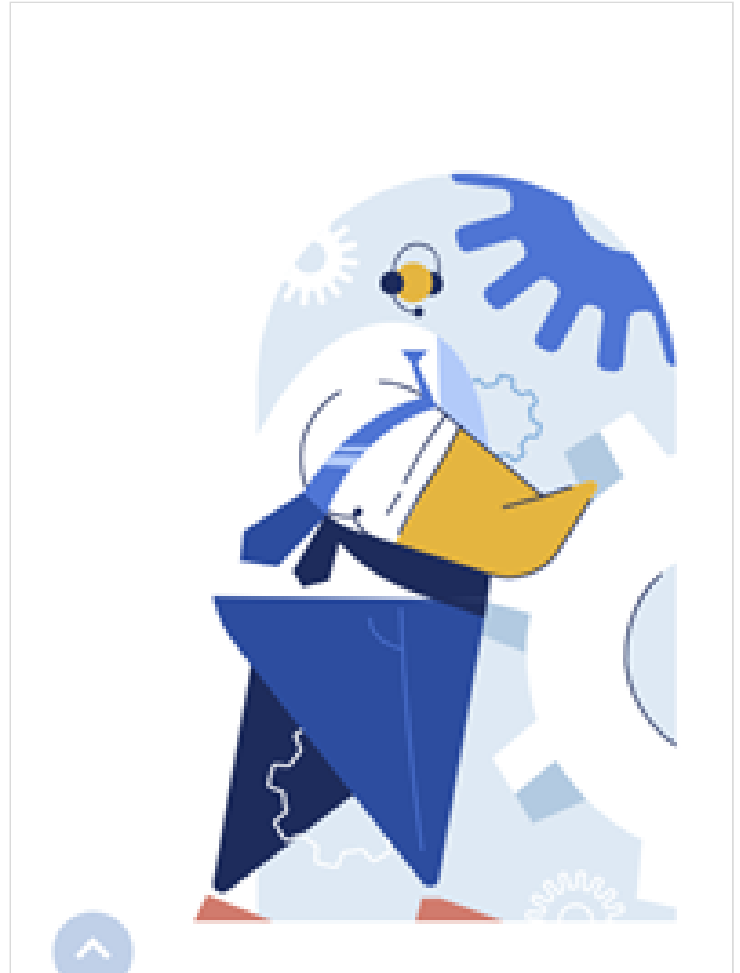


**Environmental factors:**

These factors have become particularly crucial nowadays due to increased usage of raw materials, health hazards, pollution and many other things. Many numerous consumers ask that the products they buy are sourced ethically and from a sustainable source. Additionally, due to the pandemic and the virus going around, there needs to be a different approach. Also, Fast Fashion has a significant impact on the environment and is something to consider. "Fashion leaves a great environmental footprint along its supply chain and life cycle. For instance, growing non-organic cotton requires a big amount of chemicals, water, and pesticides, which harm human health and have a significant, long-lasting impact" (R B Chavan, 2018). Nowadays, brands release 52 micro-collections per year instead of the usual two seasons.

**Costomers:**

Costomers are an essential factor for a business. Costomers are a group of people who purchase and keep the business growing. "business revolves around fulfilling the customer's needs and wants". (R B Chavan, 2018). Marketing strategies are crucial in finding and recognising the customer's requirements and offering the fittest goods that fulfil their wants and customer service. "52% of consumers say they have made an additional purchase from a company after a positive customer service experience" (Nextiva,2020).



**MY IDEA: COMMUNICATION CAMPAIGN WHICH EXPRESSES EQUALITY IN RACE AND ETHNICITY - IN CONNECTION WITH VOGUE. What is the message: EQUALITY IN RACE (spreading awareness on this topic)**

*(My idea could slightly change)*



**Tips to take for this project and your idea development:**

- it could be just a communication campaign, to get a message out.- in association with a fashion brand.
- virtual magazine
- research into brands that promote diversity such as: Nike- (Top brand which promotes equality and diversity)
- Dove
- Vogue

Collaboration with a brand- Maybe Vogue?

- Would it work better as a 'supplement'.
- Look into:
- BAME
- Yellowzine
- Arts & Culture magazine by artist of ethnic minority backgrounds
- Do not make your idea obvious or cliché
- What makes your idea different from other people's
- Look at brand who express/celebrate diversity

## **BAME: black, Asian and minority ethnic group.**

BAME is a group of individuals from ethnic backgrounds, apart from white individuals. This word is used to categorise individuals from Ethnic Minorities. It is a collective term, seen and used by the media, Government and recruiting teams. In the mid-1970s, the word BAME came about. A group of political activists gathered together and fought against discrimination.

In technology industries, the term BAME is used to calculate diversity in the workforce. A recent study from Tech Nation has publicised that 15% of the Digital tech workforce are from BAME backgrounds in the UK.

However, there are potential and essential concerns raised by using this terminology. First question: **is BAME an actual useful terminology?**

### **BAME problems & Issues points raised**

Zamila Bunglawala, (Deputy Head of Unit & Deputy Director of Policy, Race Disparity at the Cabinet Office) highlighted issues associated with the term BAME.

- o Zamila asked Three hundred people if they knew what the term BAME meant, and only two people out of the 300 people were able to identify what the word meant.
- o The term is not received by the BAME minority quite well; some think it is 'too general and erases individuality'.
- o However, recent studies show some positive advantages found from using this word. It is a more comfortable and helpful way to calculate and increase diversity.

### **How do people feel about BAME – BBC News**

The word 'BAME' is a broad term to categorise individuals from ethnic backgrounds. For example, the 'A' in BAME means Asian, but they are different types of Asian backgrounds, such as South Asian, East Asian, Pakistani or Indian etc.; and the question here is "do they all fall in this category?" it is just a broad term to use. People then begin to think and develop opinions that 'everyone who is not white English should come under the term 'BAME' (Miners,2020). Moreover, for mixed individuals is even more complicated.

### **BAME OVER**

#### **FINAL STATEMENT FOR THE UK:**

**BAMEOver: Our term of reference:**

**They have concluded that using the term BAME makes many feel very uncomfortable and would like a solution to bring this term to an end as soon as possible.**

**“We do not want to be grouped into a meaningless, collective term, or reduced to acronyms.**

**We are African Diaspora people**

**We are South, East, and South East Asian diaspora people.**

**We are Middle East and North African people.**

**We are ethnically diverse.**

**We are people who experience racism.**

Use these terms in any order you choose.

Just don't call us BAME”

Seen here, they suggest that a new term should be used to describe ethnic people: Suggestions:

· Use : **“Instead use ‘People of South Asian heritage’, ‘People of East Asian heritage’, ‘People of West Asian heritage’, ‘People of Central Asian heritage’, ‘People of South East Asian heritage’, ‘People of East Asian and South East Asian heritage’ and ‘Middle East and North African people “**

· **Instead of ‘Black’**

· Use: **"African' for those born in the continent, African Caribbean', 'South Asian Caribbean' and 'East Asian Caribbean' for those born in the islands, 'African diaspora people' for people of African and Caribbean heritage Or 'People of African or Caribbean heritage”.**

· Reference: **#BAMEOver – A Statement for the UK, 2021**

· Bibliography: **Docs.google.com. 2021. #Bameover – A**

**Statement For The UK. [online] Available at:**

**<[https://docs.google.com/document/d/e/2PACX-](https://docs.google.com/document/d/e/2PACX-1vQkg5IoeAqMjMF6VW-)**

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## **YELL. W ZINE. COMARTS&CULTURE MAGAZINE BY ARTISTS OF ETHNIC MINORITY BACKGROUNDS**

### **NEW COMMA**

New Comma is all about African creatives from different African backgrounds (mainly focusing on the local Africans, as they do not get as much attention as they deserve. “often in the industry, when we just say Black people, the mind goes to African-Americans, or they think of Black British people before they think of local Africans”. (Narh, 2020) Their work will be published and presented online for the world to see their talents





Overall, the report mainly focuses on the number of individuals from ethnic minority backgrounds in a range of public attitudes and positions across the UK. The 'Ethnic Minority' mentioned will be focused on all individuals from ethnic backgrounds, except white. As mentioned above, In the UK, 14.4% of the population were from ethnic backgrounds. 2.2% of the ethnic minority in Northern Island and 16.1% in England.

The number of individuals from Ethnic groups has increased over the past few years (Figure 1), the same with the number of “representation of ethnic minorities in political and public positions” (commonslibraryparliament,2020). However, the proportion of these numbers is much lower than the community as a whole in public political positions. However, there are some exceptions: the NHS or social worker sectors.

(figure 1)

	Total population					UK
	England	Wales	England & Wales	Scotland	Northern Ireland	
White	83.9%	94.1%	84.4%	94.6%	97.8%	85.6%
All ethnic minority groups	16.1%	5.9%	15.6%	5.4%	2.2%	14.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<i>Ethnic minority breakdown:</i>						
Mixed/Multiple ethnic groups	1.9%	1.0%	1.9%	0.7%	..	1.7%
Asian / Asian British	8.4%	2.8%	8.1%	2.6%	..	7.5%
Black/African/Caribbean/Black British	3.8%	1.2%	3.7%	1.1%	..	3.4%
Any other ethnic group	2.0%	1.0%	1.9%	1.0%	..	1.8%
Total	16.1%	5.9%	15.6%	5.4%	0.0%	14.4%

## 'TROUGH MY LENS' BY MAHANEELA CHOUDHURY- REID

This photo book by Mahaneela highlights “diasporic connection and identity and shares new and archival works” (yellowzine, 2019). Mahaneela has travelled to numerous countries around the world. She hopes that readers would be able to view this book as a love letter. This book talks about some experiences she has encountered while travelling.

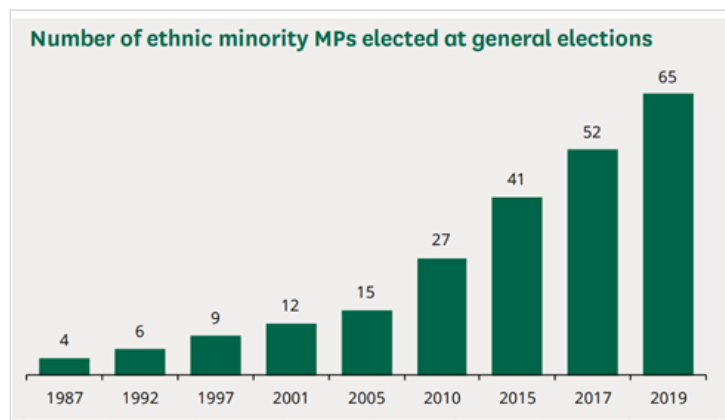
Mahaneela is a filmmaker, photographer, storyteller and multidisciplinary Artist.



As you can see, the number of individuals from an ethnic minority as risen in the elections (Figure 2), which is a positive factor. If we compared the numbers in 1987, we could notice a vast difference.

(Figure2)

Source: British Future (2019), House of Commons Library Briefing Paper CBP7529, UK Election



## P.E.S.T.E.L ANALYSIS- ETHNICITY & RACE

### POLITICAL FACTORS

Race and ethnicity play a significant impact on the community we live within. Race refers to physical traits, and ethnicity refers to cultural recognition. It has been stated that in 2019 around “14.4% of the UK population was from a minority ethnic background” (commonslibraryparliament,2020). The question raised from this is: how does this reflect in politics & public life?

**Ethnic diversity in politics and public life- Report Analysis**

## ECONOMIC FACTORS

DEVELOPING A CULTURE FOR DIVERSITY, CHRIS SPEECHLEY & RUTH WHEATLEY

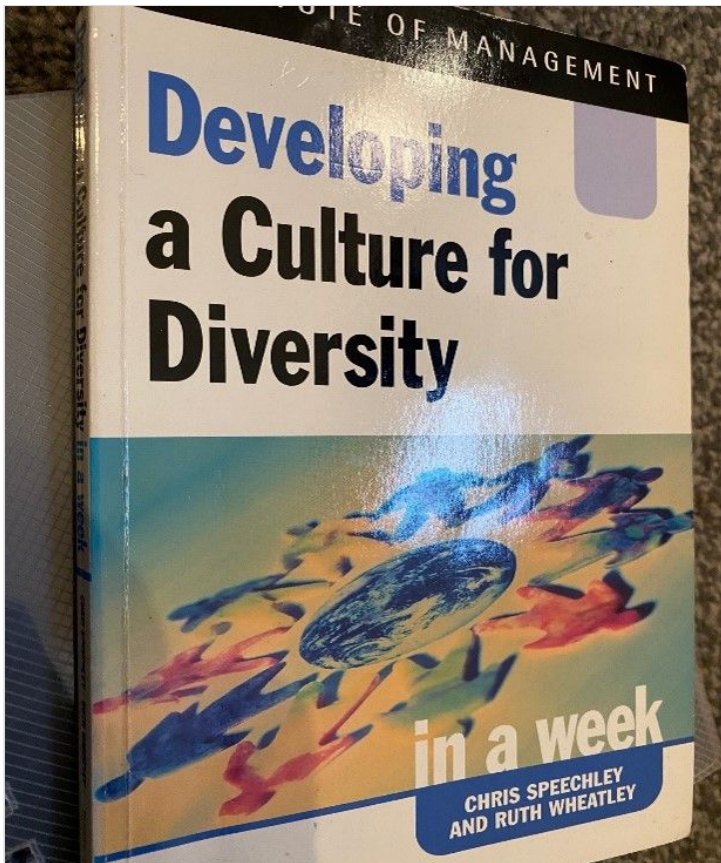


Some business organizations have effectively matured a culture for diversity and have shown the business benefits that can be attained. Well known British retailers such as Littlewoods and B&Q have “recognize both the business and the social importance of achieving greater diversity” (Weathley and Speechley, 2001).

**List of benefits: Business+Diversity**

- o More adaptive culture is seen in the workplace.
- o Workers from different backgrounds can support the company to “better cater for the needs of their communities” (Weathley and Speechley, 2001).
- o Customer broadened- bringing in and maintaining a broader spectrum of people, as employees can attract and retain a more expansive customer’s section.

Developing diversity in the workplace is very crucial because our society is increasingly diverse.



**SOCIAL FACTORS**

Article- Diversity In Fashion

Vogue.co.uk

**BLACK LIVES MATTER PROTEST**

The shocking and traumatic news of George Floyd death was an awakening moment for every individual worldwide. For months now, people were protesting about equality. This is not a one-day “trend”, but hopefully, it is a sign that will change the way we see and treat each other forever. In the past few months, the fashion industry has come up with ways ‘equality’ is being portrayed in different fashion brands. Individuals were demanding a change from the fashion industry during the times of protest. “The fashion industry is one of the most influential industries and must use platforms responsibly” (Newbold, 2020). The vogue article states that we might hopefully see different types of diverse collections for the

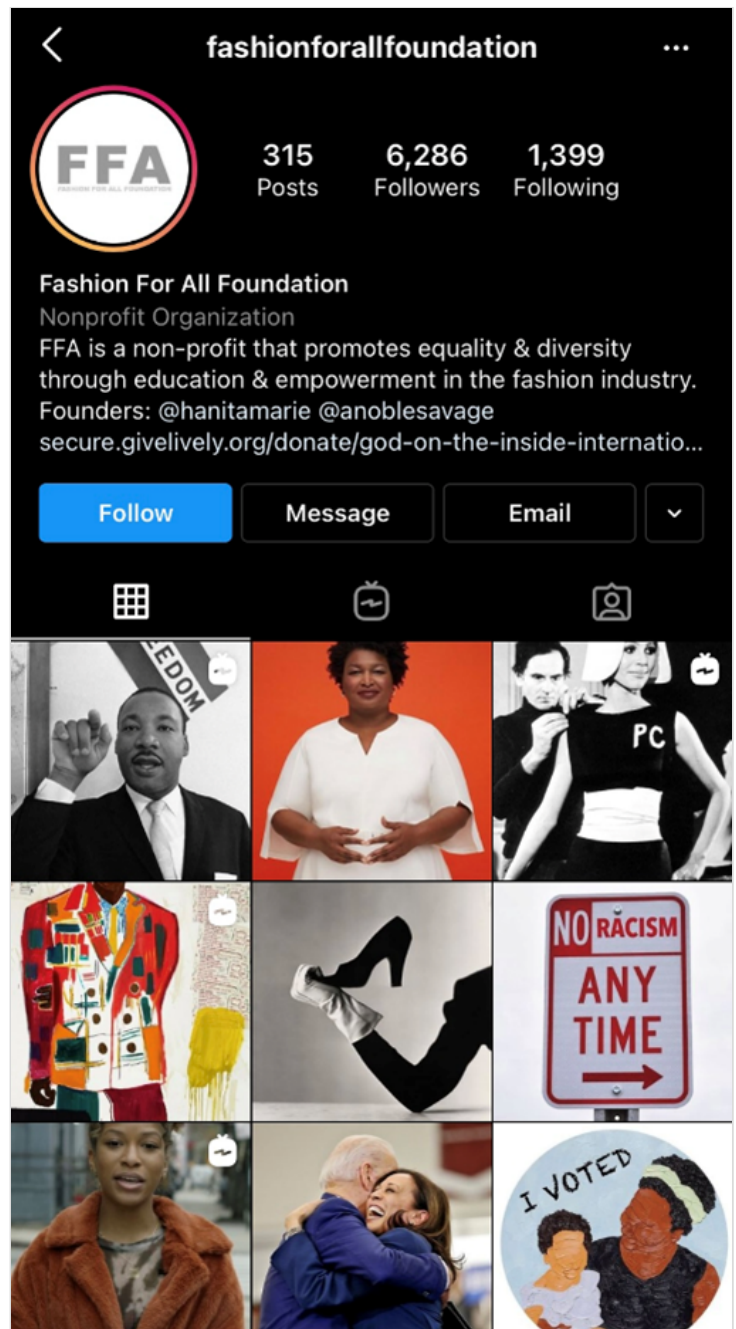
Spring/Summer 2021 season. “Most businesses are very eager to make changes” (Wagner,2020).

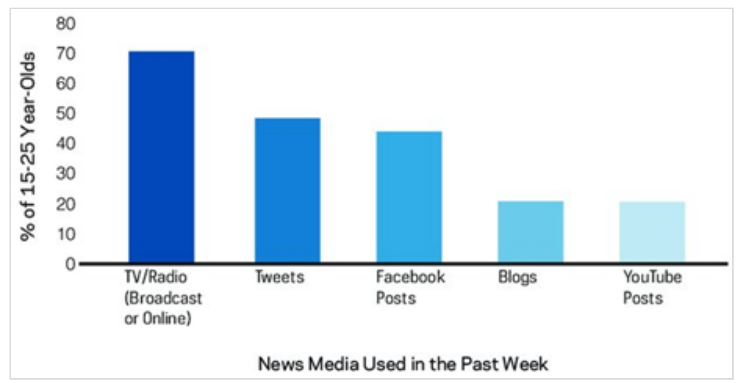
Caroline Rush (the chief executive of the British Fashion Council and now in charge of its new diversity and inclusion steering committee) talks about how she sees fashion week as more than just a showcase act. With that in mind, Fashion week should be a platform that presents “immense cultural power” (Rush, 2020).

**FASHION FOR ALL FOUNDATION**

Due to the devastating incidents of Policemen shooting innocent black individuals in America, many questions and protests have taken place. During these sad times, “Fashion for all Foundation” was created by Hannah Stoudemire.

This movement was to “promote equality and diversity through education and empowerment in the fashion industry” (vogue, 2020). This movement started in 2016, and it is still standing today. FFA-(Fashion for all Foundation is a non-profit organisation).





## RACE AFTER TECHNOLOGY, RUHA BENJAMIN

This book highlights a “critical and sobering view of the ways in which bias is infused into technology” (Valenti, 2020). From phone apps to tortuous predictive algorithms, biases can have damaging impacts on some communities.

- o Ruha talks about Algorithms discrimination.
- o Offers tools for analysis and change.

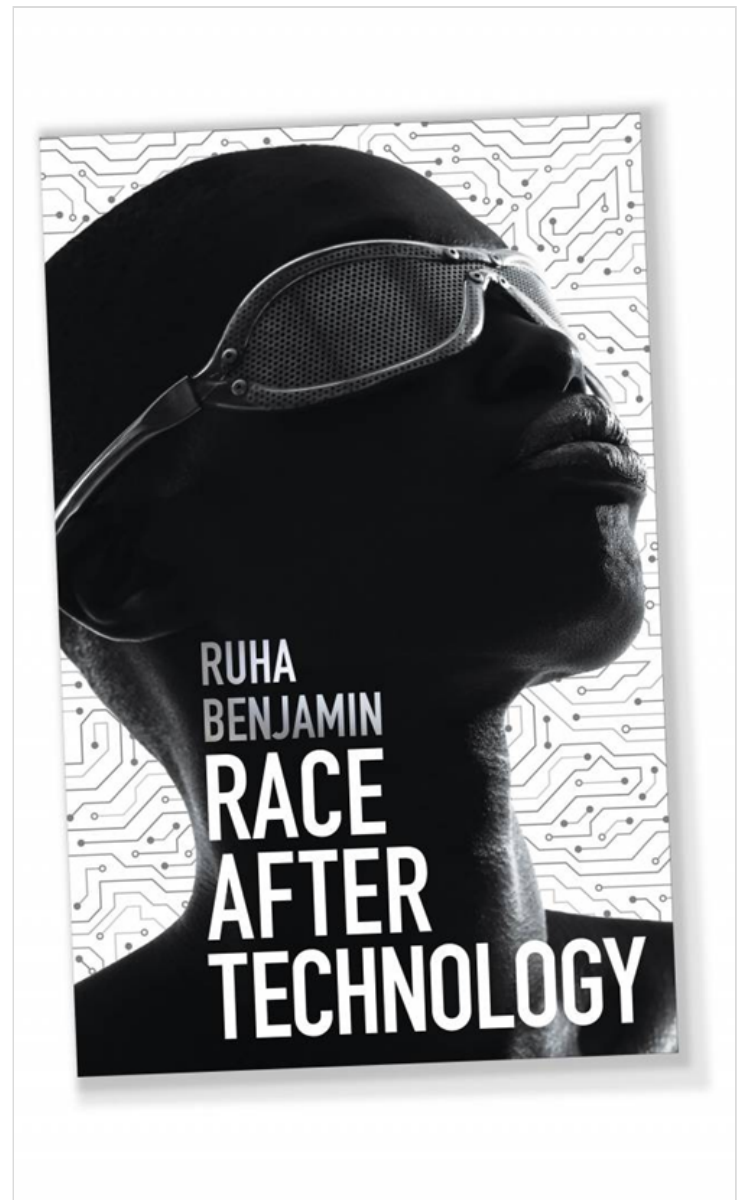
### TECHNOLOGICAL FACTORS

#### What is Social Media?

Social media is a platform where people worldwide can share, create or exchange information and project schemes virtually. Social media is a computer-based technology. Social media is such a popular online activity that in 2020, over 3.6 billion people worldwide were using social media. The numbers will most definitely increase to “almost 4.41 billion in 2025” (Clement,2020). Due to social media, all of us have been able to keep up with recent news. We can quickly spread awareness or even organize a movement for a particular event that has taken place, and because social media is used worldwide, it will reach many people. During the whole Black Lives Matter protests, different organizations, charities, and movements started to spread awareness. The good thing about social media is that you can easily connect with people globally.

This is a little bit out of context, but we can see from the image (Figure1) where individuals aged between 15-25 mostly get their online news sources.

(Figure1)



### ENVIRONMENTAL FACTORS



## Generation Z & Fashion

Generation Z are rising and taking over! They are using social media as a platform for good, from "activism to identity and community" (Vogue, 2021).

The JaiyTwins (Figure 1) have gained numerous amounts of followers on their social media platforms. They choreographed dance routines, which presented them with connective and captive viewers, spreading awareness to the Black Lives Matter movement.

Gen Z are described as "shape-shifters", and they have shown their true potential this year; they "currently make up 41% of the world's population".

(Figure 1)



## Sustainable practises trump price Vogue.

As the article states, Gen Z shoppers know a lot about sustainable products etc. They have indeed educated themselves on this matter, e.g., the brand's ethics, sustainability practices, and are finding better approaches to help the environment. They are cautious about what they buy. According to a Facebook report, Gen Z are not impulsive buyers. 45% look at the importance of sustainability than the price itself. A survey carried out by BCG in 2019 showed that over 60% of luxury consumers prefer brands that embrace sustainable practices, which increases to 64% for both Millennials and Gen Z.

(Jeremiah Emmanuel BEM- Figure 2)



## LEGAL FACTORS

The United Kingdom is officially out of the EU. Some factors should be considered and discussed, e.g. (how Brexit will negatively impact the Black and ethnic minority.

If we focus on the image's legal factors (Figure 1), many negative factors will affect the Ethnic minority.

These factors listed might have been significant for many people. Many individuals from ethnic backgrounds currently enjoy other equalities societies: inclusive rights and protections under the EU legislation.

BAME (Black, Asian and Minority Ethnic) These individuals already encounter widespread discrimination and systematised racism in the workplace. Without the security of legislation, the circumstance could become significantly more severe.

(Figure1)



## Potential Social Impacts of Brexit on Black and Minority Ethnic People

Legal	Socio-economic
<ul style="list-style-type: none"> <li>● Loss of EU Charter/CJEU Protections</li> <li>● Loss of Part-Time Worker's Directive</li> <li>● Loss of Agency Workers' Directive</li> <li>● Loss of Work-Life Balance Directive</li> <li>● Loss of European Citizenship</li> <li>● Loss of Free Movement Rights</li> </ul>	<ul style="list-style-type: none"> <li>● Cuts in benefits and public services</li> <li>● Impact of increased racism and hate crimes</li> <li>● Reduced spending power</li> <li>● Discrimination against EU nationals of colour</li> <li>● Vulnerability to job losses</li> <li>● Lack of affordable housing</li> <li>● Loss of BAME funding (ESIF)</li> </ul>

## Group Critique Feedback Evaluation

Overall, I found my feedback very informative there were different ideas that I didn't really think of, but during the critique, I had a widespread of ideas that would connect and link to my project plan. Additionally, it was interesting to hear other people's views from my own and different ways to improve my research. I definitely need to think of ways to reach a wider audience and get noticed above other competitors.

## Student 5



### Comment -

Great idea however what would you be doing for the campaign and how will people notice this campaign above others?

### Comment

A very current idea that I think needs addressing in general society, as well as just in fashion. Where do you see your campaign being promoted / advertised? Could it be linked with an event? Or linking it with a magazine might give it a platform

## NIKE SWOT

### Strengths :

- They are one of the Top brands that promote and embrace equality and diversity.
- The customer base is vast and more comfortable to reach people globally. In 1975, Nike became an international company.
- The manufacturing cost is low- Nike's footwear is mainly manufactured in foreign countries, E.g. Vietnam produces 50%, China 22% and Indonesia 24% of Nike's total footwear.
- They support the Black community- The brand recently released a 'Don't Do It' ad campaign to help Black communities against racism.

### Weakness:

- The labour conditions in foreign countries are deplorable—forced labour, child labour, low wages and horrible working conditions.

- Debts that need to be paid are still pending; a total of \$9.54 billion is calculated for August 2020.
- Their diversification is lacking- Diversification is a plan for "growth through branding out into a new market segment". (Parker,2020).

**Opportunities:**

- Markets emerging
- Wearable technology- Technology is developing, and we will definitely see a combination of both athletic wear + technology.
- Products being innovated.

**Threats**

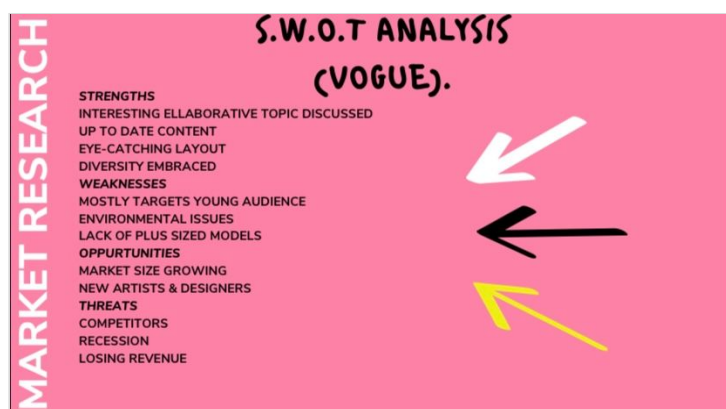
- Products being counterfeited- this could have a significant effect on the brand's reputation. (the brand is global, so the risk is high.
- Competitive pressure increased.
- "Economic uncertainty" – the global recession is a threat to all companies.



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PDF document

PADLET DRIVE



**Presentation video**

Overall, my presentation went quite well; there were some points I wished I talked more in-depth about and added some points to emphasise what I was trying to say. I need to do some further research on the media timeline to make sure I have presented and laid it out correctly. It would be advantageous if I considered launching my magazine during fashion week. There are a few factors that need to change within my idea regarding subscription and cost etc.

It would be better if the magazine is run alongside vogue when they release an issue monthly, like an supplement as I have come to the conclusion that people might not want to pay extra for a new magazine.



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13:15 video

PADLET DRIVE

**RACE (spreading awareness on this topic)**

**Slightly developed idea: COMMUNICATION CAMPAIGN WHICH EXPRESSES EQUALITY IN RACE AND ETHNICITY- SUPPLEMENT FOR VOGUE MAGAZINE.**

## **Communication Campaign which expresses equality in Race and Ethnicity. /supplement for Vogue magazine.**

The supplement magazine is going to launch during fashion week and Black history month.

### **What are the main advantages of a magazine supplement?**

A magazine supplement contains up to date information and news talking about recent events or specific topics. Additionally, it also keeps the publication up to date.

## **Promotional theory suitable for my idea**

Integrated Marketing and Communication strategy

Campaign Objectives

Building brand awareness is essential for this project; Vogue needs to be represented in a positive light. We want new and current customers to learn more about the brand. To learn something new, not something they are used to.

### **What is the goal?**

To reach as many people as possible around Europe and potentially outside of Europe, get people involved and educated in this movement and fight racism and injustice and spread awareness. We need to have conversations about race representing different identities because that is the key to building empathy and understanding. Additionally, this will create a powerful brand image for Vogue, as they are willing to explore race and educate individuals. This project will also build emotional connections as this is a very touchy subject, especially with all the events that have taken place, i.e., the Black Lives Matter movement.

This report will also investigate the impacts ethnic minorities have had on the world, fashion, cultural trends and political movements and how we can all unite and become accepting of each other's differences.

### **Proposed Promotional mix**

Promotional theory suitable for the idea

AIDA

AIDA is a solid promotional theory for this project because it is about grabbing the audience attention, interest, and desire.

Additionally, since this is a Communication campaign, using AIDA as one of the promotional strategies will raise interest, thinking and feeling for the reader/ audience. The consumer needs to feel connected with the story behind this project.

Additionally, AIDA is a good advertising theory because it will take individuals through different stages to get them hooked.

Want people to share the message and to think and act differently.

ATTENTION:

- o An advertisement needs to grab the attention of potential readers for the magazine.
- o Advertising in prominent places such as billboards, posters on bus stations is excellent to catch people attention. However, advertising in a way that is not obvious and boring.
- o Posters need to be eye-catching.
- o The campaign needs to attract the attention of many people if advertised successfully.

INTEREST:

- o Additionally, it is essential to retain potential customers interested in the advertisement.
- o This project speaks for itself; with an effective advert, people will want to know more about what it represents.
- o It will bring awareness; it will educate many.

DESIRE:

- o The adverts and different channel promotion will build up the desire to know more about equality and race topics.
- o Positive arguments
- o "I learned something I was not familiar with" this stimulates individuals to educate themselves on important and influential race-based topics.

ACTION

- o This is the stage where we will gain new consumers or lose some.
- o However, if the work in previous stages is completed effectively and correctly, solid ground is made.

DIRECT MARKETING

Direct Marketing is another great promotional mix for this campaign. Marketing directly to an individual, which will be very effective if done correctly. Direct marketing examples, Emails, Online adverts & flyers, promotional letters, newspapers, postcards, websites, magazine adverts and many more. Direct communication or distribution would be a great way to reach potential consumers. Additionally, it would be very effective if these examples had creative tweaks in them. E.g., send Vogue subscribers goody bags with a zoom code and with all race-related goodies. They will be able to join zoom meeting with well-known celebrities; additionally, after the pandemic, they can be invited to ted-talk shows based on race and equality awareness. Vogue subscribers do not need to pay anything; as long as they are subscribed to Vogue and love the race and equality issue that has been released and want to educate themselves on that topic, they will receive a goody bag.





### Push communication:

- o Sending information through emails etc., to subscribers without expecting or receiving feedback or response. However, some response or action is needed when the message is sent.
- o Push communication examples: Memos, Letters, Emails and Reports.
- o Push communication is moving away from face-to-face communication and sending information in different forms, except face to face.
- o Different types of advertisement and promotions— relevant, engaging content.

### Pull Communication:

- Appropriate for large and complex projects with large audience.
- Examples of pull Communication:  
A website  
Bulletins
- “Pull communication is an informational type of communication. Senders convey the message through websites, bulletins, etc.” (Prisha, 2018).

### MEDIA PLANNING & INTERNATIONAL MARKET DEVELOPMENT

#### INTERNATIONAL MARKET DEVELOPMENT

- Europe- Fashion insp cities: LONDON, MILAN, PARIS
- INTERNATIONAL COUNTRIES: SOUTH KOREA- Fashion is very popular, the Korean culture is starting to affect the fashion world. Additionally, potentially in NEW YORK too.
- The magazine supplement will launch during fashion week in Feb and during fashion week.

### PROPOSAL

Focusing on reaching as many people as possible in Europe, i.e. London, Milan, and Paris, are the primary targets; however, South Korea and New York are also places for consideration. Fashion in South Korea is trendy, and Korean culture is starting to affect the fashion world. The magazine supplement will launch during the most hectic periods: during the fashion week in February and Black history month in October. As stated before, this Campaign is to spread awareness on race issues; our world needs to change for the better. This Campaign will be marketed using different social media platforms, radios, tv and sponsored fashion show events.

### PR- Public Relations

Creating a fashion show event to bring awareness in race and equality is an idea that could have a potential success if carried out correctly. Models from different ethnic backgrounds would be involved. From the music, location to the clothes; everything would be inspired by BAME ethnic backgrounds. As mentioned before, Ted talks would be a good way of spreading awareness and educating more people too.



## PUSH AND PULL

### Communication methods



## Promoting magazine across online channels

**LinkedIn:** This is an excellent place for both publishers and authors to “increase their publications readership” (Chuchnowska,2020). LinkedIn gives the freedom to build a personal brand and share it with an audience who is interested. Additionally, building a personal brand on LinkedIn will increase interest in the magazine published.

There are also additional social media channels, such as Facebook, Twitter and Instagram. These apps allow people to share content easily. It will be simpler to advertise article teasers, covers, updates and fragments of texts, and so much more.

Having a Blog would also be very beneficial; it will include all the information needed and a little summary of the issue and which famous ethnic creators would be involved.

### Advertisement

Supplements are kept for a more extended period, so an effective advertising method is essential.

Billboard and signs outdoor

It would be good to create billboards and signs in different locations such as near motorways entrances, cities, i.e. London, Paris and Milan and reach an international audience. It is also a great idea and a great way to spread the message even further. Billboards and signs can be creative both in the way they are designed and presented. For instance, an individual walking with sandwich boards can draw attention or the giant billboards screen we see when driving past the motorway and entering a

city. Getting creative with it is what will attract attention.



### Electronic or broadcast (TV/Radio)

Another great way to reach a new audience is to use big radio platforms for advertising and spreading awareness. It has been stated that “nearly 26.8 million households in the United Kingdom” (Stoll,2021) have access to a tv. This is an opportunity to use the tv as one of our advertising methods, but creating an advert that will be eye-catching and avoiding making someone change the channel is very important.

### Prints

Everything has gone digital, but there are still individuals out there who will always purchase a newspaper or magazine. Considering advertising in the newspaper, with our story being on the front page, is another good idea. Frontpage- that is what a reader sees first before purchasing a newspaper or reading it. Has for magazines, printing some copies as print is also a great root to follow...

### Defining your Audience

#### Vogue Demographics

From April 2019 – March 2020, Vogue magazine in both print and online reached over 2.4 million people in GB, 1.8 million of them were Women.



### Monthly reach of Vogue magazine in Great Britain from April 2019 to March 2020, by demographic group

(in 1,000s)



DOWNLOAD

PDF XLS PNG PPT

Sources  
 → Show sources information  
 → Show publisher information

Release date  
 December 2020

Region  
 United Kingdom (Great Britain)

Survey time period  
 April 2019 to March 2020

Age group  
 15 years and above

Supplementary notes  
 The source provided the additional information.

#### BUDGETS FOR THE CAMPAIGN

MAGAZINE (3PAGES)	COST £
PAGE FACING MATTER	£37,210
BARN DOOR	£161,090
OUTSIDE BACK COVER	£48,560
<b>TOTAL COST: £246,860</b>	

DIGITAL RATE CARD	STANDARD TIME £	PREMIUM TIME £
ARTS & LIFESTYLE- 7DAYS	£29,700	£34,155
NEWS- 7DAYS	£27,000	£31,050
VOGUE HOMEPAGE- 7DAYS	£26,000	£39,000

THE MAGAZINE SUPPLEMENT WILL BE OUT FOR 14 DAYS IN BOTH FEBRUARY AND OCTOBER:  
 NEWS - PREMIUM TIME: £31,050 \* 14DAYS = £434,700  
 ARTS & LIFESTYLE- STANDARD TIME: £29,700 \* 14DAYS = £415,800  
**TOTAL COST: £850,500**

#### PRINT RATE CARD

£4,500 vogue shoot per page  
 £2,000 per page with supplied assets  
 3 pages: one vogue shoot and two shoot per page with supplied assets/ **TOTAL COST: £8500**

#### ADVERTISEMENT/ DIRECT EMAIL

(partners can sponsor the vogue daily newsletters) which is roughly £4,300 for 79,491 subscribers.

Billboard AD: £200 PER WEBK for standard 48-sheet hoarding.

AD in a busy high street cost £300 for two weeks exposure

7 days for feb(standard price) : £1400

7 days for oct (standard price): £1400

### BUDGETS FOR THE CAMPAIGN

Word document

PADLET DRIVE

**CONDÉ NAST**

**DIGITAL AND WEB RATE CARD**

**SECTION SPONSORSHIPS**

	TIMING	STANDARD TIMING	PREMIUM TIMING
Vogue Homepage	7 days	£26,000	£39,000
News	7 days	£27,000	£31,050
Catwalk	7 days	£4,734	£4,743
Beauty	7 days	£37,345	£20,407
Arts & Lifestyle	7 days	£29,700	£34,155
Fashion Homepage	7 days	£3,340	£6,141
Fashion Trends	7 days	£13,000	£14,950
People & Parties	7 days	£2,500	£2,875
Miss Vogue	7 days	£1,250	£1,958
Vogue Shops	7 days	£6,400	£7,360
Street Style	7 days	£1,800	£2,070
Jewellery	7 days	£8,000	£9,200
Vogue Weddings	7 days	£3,600	£4,140
Mini Vogue	7 days	£1,000	£1,150

Premium timing: February, March, September, October, November, December.

**STANDARD ADS**  
 970x250 £85 CPM | 300x600 £85 CPM | 728x90 £24 CPM | 300x250 £38 CPM

British Vogue is pleased to present a new audience targeting tool, **SPARC**, now available with standard ad formats. **SPARC** accesses Condé Nast's unique **1st party audience data** across print, online, email, and social, identifying highly valuable audience segments. These audience segments are loyal readers of Vogue across various passion pillars. A premium of 25% applies to standard CPM rates.

**EMAIL**  
 Partners can sponsor the Vogue Daily Newsletter (£4,300 / 79,491 subscribers) or send a dedicated Solus Email to our database (£11,023 / 73,492 subscribers)

**APPLE NEWS**  
 7-day sponsorship: £25,986 / 288,738 estimated impressions

**CREATIVE PARTNERSHIPS**  
 Vogue offers bespoke partnerships featuring custom content, videos, social, events and much more.

**ORGANIC & TARGETED SOCIAL**  
 Social packages are available to promote partnerships, or utilize client assets.  
 Minimum spend applies.

**CONDÉ NAST**

## CREATIVE

These are some of the collective images I put together, and it is an idea of what the supplement magazine will and possibly consist of. The colours, the background, and the image will have a meaning behind it and a story that will touch the reader. These images that I've collected embrace blackness's beauty, e.g. broad noses, textured hair and dark skin tones. ..

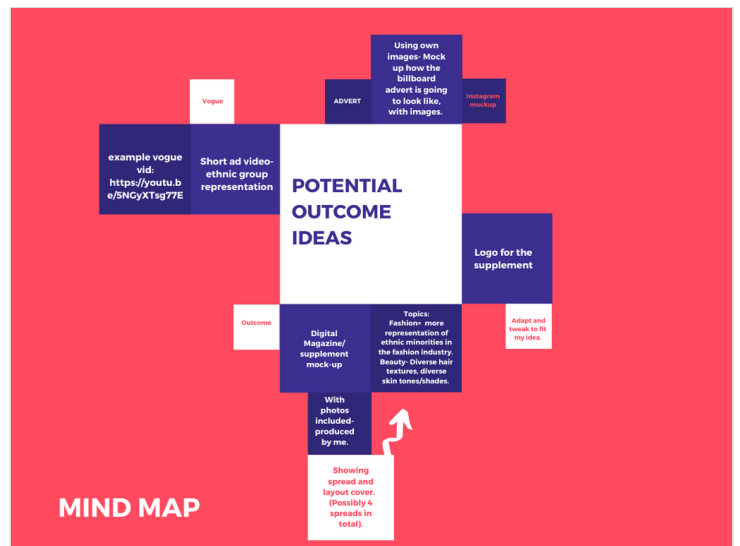




Styling inspirations

Keywords: Bold, Raw, Eyecatching

**These are some outfit inspirations, and images are found online. These outfits are just ideas of which colours suit best together and are fit for the magazine supplement.**



## COLOUR PALLETE

The colour palette helps me to figure out which colours fit together and which colours suit well collectively. Having different types of colour palettes all spread out makes it easier for me to brainstorm ideas. While shooting different kinds of pictures, I've realised how critical colour is. Some colours do not go with particular backgrounds or backdrops. While picking different outfits for the models to wear, I made sure that at least one Element from the whole outfit needed to stand out, both in colour or design.

These are two different logo mock-ups I created. I did not change the font for 'Vogue' but kept it the same. I'm only producing a supplement, so I figured there was no reason to change the original font. However, I did tweak it a little to suit the subject that the supplement is going to be about. I added 'Embrace colour', which is self-explanatory; it is all about embracing diverse races and ethnicities, hopefully spreading awareness regarding this issue; bringing equality and acceptance.

The meaning behind the name is about: Embracing all individuals from diverse ethnic backgrounds with different skin tones.

Both logos have different qualities that I like; the first one is eye-catching and powerful, which I like. It is definitely In your face, but I like how creative I went with it by adding a splash at the centre. Additionally, the first logo has future potential, possibly for another project about different diverse related issues.

The second logo is also charming; it is different from the first one; it's laid back and not too much on your face. However, I realised that vogue is a creative brand, and they produce crazy eye-catching looks, and I decided not to take the easy option. Even though I really like the second logo, I'm heading towards the first one.



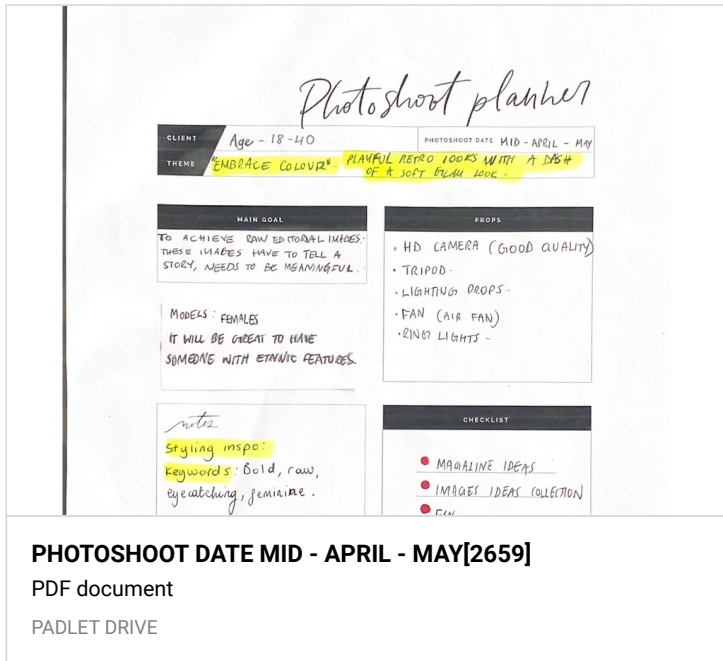
I want the audience to feel the story being portrayed in these images.

**BOLD COLOURS:**

Red, blue, black, orange, purple and white.



Photoshoot planner



## Story board vogue ad

For part of my final outcome, I wanted to create a video advert for my magazine supplement. Something quick and short. I learned many filming skills with Andrew, which will help me create an excellent eye-catching video.

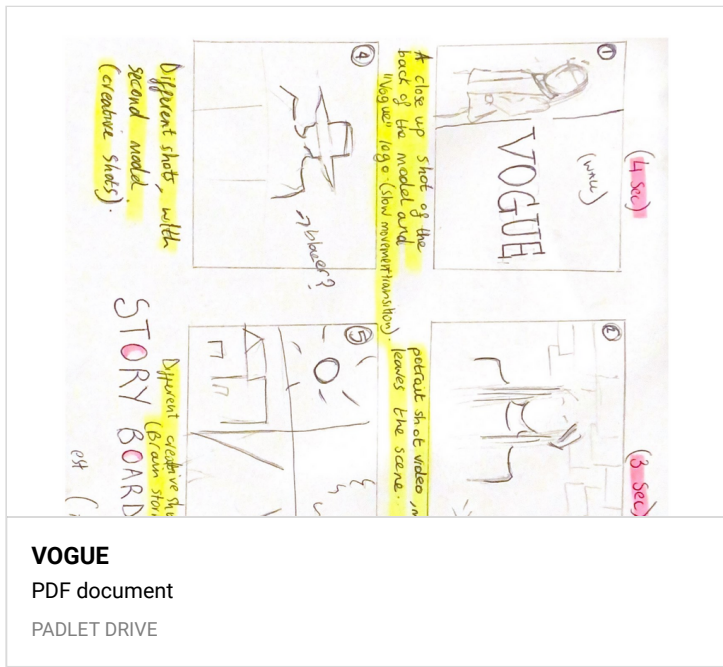
The models have been great so far, and I do have an advantage as they are all my friends and family. But overall, I'm pleased with the work I've produced so far and cannot wait to see the final results.

There are a few vogue advert videos on YouTube that have inspired me to create one.

## Pose ideas

These are some pose ideas that I gathered from Pinterest. These photos stood out to me the most, and I want the final pictures to have a raw feeling and evoke this feeling of beauty and boldness. I don't want the makeup to be a distraction; that's why the makeup should be kept simple to minimal. I want the model pose and different aspect of the picture to do the talking.





These are just a few pictures that I really liked but definitely could develop. They all have great potential. These are the pictures that I could play around with different light options & settings such as exposure, highlights, shadows, whites, and blacks tones



## Final vogue cover



## Mock up Vogue cover





This is the original image- definitely a little dark, I need to work on both the exposure and highlights for this image.



## Mock up vogue front cover for supplement

This was a great fun shoot; we worked with different outfits and kept things simple, which was definitely a risk. Although this picture was gorgeous, something was missing, the WOW factor. I needed something that will catch people's attention. This was great; however, I kept it safe, and I should have expanded my ideas.

Also, I noticed that the picture was quite dark and dull, which I then went ahead and added some light to the face to bring up the look. The makeup could have been a bit more risky I would say, something more eye-catching and remarkable. We added volume to the hair, as I wanted the hair to do the talking. And be the prominent factor for this photograph.







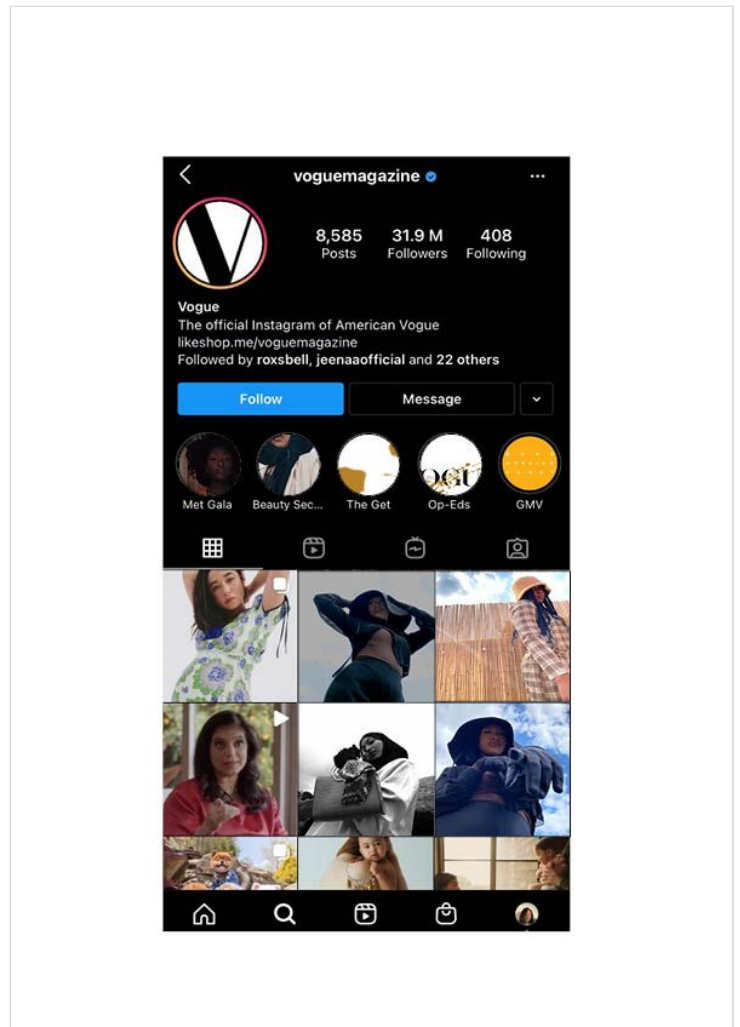
## vogue mock up- more light

I was able to tweak the exposure of this image, making it more brighter and more lively.



I wanted this magazine to be fun and relatable, and enjoyable to read. Something everyone would enjoy. Each of the topics listed has its own unique stories and exciting views on specific issues. I kept the text simple and straightforward but added a little bit of a feminine touch to it. Additionally, I added images that portray strong independent ethnic women.



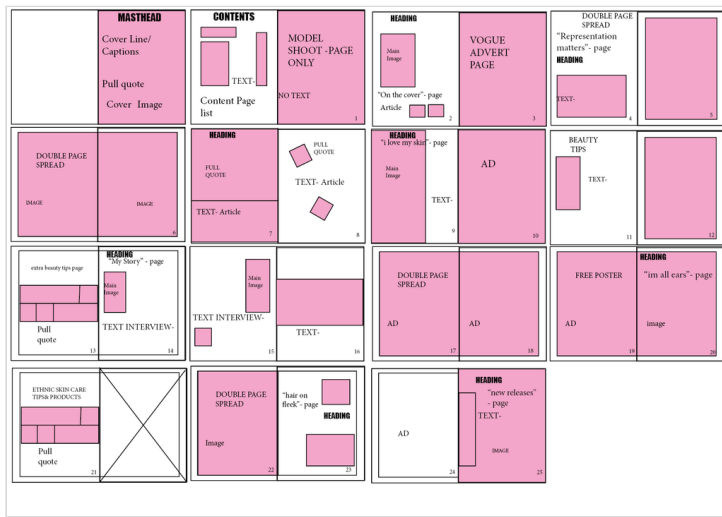


Promoting magazine across online channels LinkedIn: This is an excellent place for both publishers and authors to “increase their publications readership” (Chuchnowska,2020). LinkedIn gives the freedom to build a personal brand and share it with an audience who is interested. Additionally, creating a personal brand on LinkedIn will increase interest in the magazine published. There are also additional social media channels, such as Facebook, Twitter and Instagram. These apps allow people to share content easily. It will be simpler to advertise article teasers, covers, updates and fragments of texts, and so much more. Additionally, it will be easier to promote a campaign on Instagram to reach millions of people at once.

press release



This is my flat plan for the supplement magazine. This plan shows how each page would look like if i was to produce the whole magazine (I'm only showing two features for my final outcome)\*\* which are: 'representation matters' & 'hair on fleek'.



I wanted the final photographs to look raw and natural, and in a way, tell a story; that is another reason why the pictures were captured on an iPhone 11. The photographs came out beautifully; thankfully, the weather was not too bad either; we had some wind, making the pictures look more lively. The only downfall was the temperature, as it was pretty cold for both the model and me, but we did not focus on the coldness but on capturing the best photo.

## Evaluation and Reflection

I love how this project gave us the freedom to choose what we could produce. It gave me the chance to explore my skills set independently. Overall, the outcomes came out great; I'm pleased with all I have created remotely. I must say it wasn't all easy, but I managed to get it done in the end, which I'm pleased with. I did not think I would enjoy producing a magazine, but it is my new favourite thing! It is super fun, especially when you have the freedom to write about what you are passionate about and photograph the people you love. The models were great; we were able to achieve the look we were going for. Unfortunately, I had one more photograph with a model, but she couldn't make it.

I must say that these past few weeks have been very smooth; I made sure I planned and organised everything carefully; it just made things easier. It was also vital for me to ask the models a few weeks before the shoot if they were available. The reason for that is because if one of them could not make it, I could quickly think of plan B. I made sure I had enough pictures to choose from, so I took as many as possible. I did not want to be short on photos.

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