Madewell

Strong Denim, Stronger Women







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CAMPAIGN THEME

Strong Denim, Stronger Women

Our campaign theme will be centered around **sustainability** and **community influence**. The theme will be reinforced by the tagline “Strong Denim, Stronger Women,” emphasizing both Madewell's emphasis on its quality denim products and the campaign's focus on supporting women.

“Strong Denim” reinforces Madewell's focus on quality pieces that are durable and long-lasting, to reduce waste in an industry that is dominated by cheap, fast fashion items. “Stronger women” introduces Madewell's women-centered focus of the campaign, and that their efforts are directly empowering women.

Overall, the theme aligns closely with Madewell's existing practices of recycling preloved items and elevates their company with a stronger emotional and community-driven message. The tone of the campaign is **empowering** and motivates consumers by educating them through a simple theme that their choices can make a meaningful difference for both the planet and people.



RESEARCH



Madewell's commitment to sustainability has been a common goal since its founding. This campaign builds on work they already have in place. For example, the company offers year-round, in-store denim recycling through Cotton's Blue Jeans Go Green, where customers can bring in denim in any condition, including ripped, stained, or even scraps. That material is then repurposed into housing insulation for communities in need. Madewell had kept over 548 tons of waste out of landfills through this program as of 2021.

Beyond recycling, Madewell has also invested in ethical production. The company reports contributing over $2.1 million in Fair Trade premiums, working with 17 certified factories across eight countries. More than 15,000 workers have benefited from improved conditions such as maternity leave, paid time off, and more equitable pay.

Data from the Administration for Children and Families shows that between 22 and 57 percent of homeless women report domestic violence as the direct cause of their homelessness. Among mothers with children experiencing homelessness, the majority have also faced domestic violence in the past.

RESEARCH



We view Madewell's core consumer base as digitally savvy, sustainability-minded women between the ages of 18 and 35. Web tracking analytics show that Madewell's audience is roughly 83% female, with the largest segment of visitors falling in the 25–34 age range.The brand's classic customer has historically been the 18–24-year-old woman, with that group accounting for approximately 65% of total revenue.

What makes this campaign particularly well-positioned is who Madewell's consumer already is. At the core of Madewell's brand identity lies a commitment to social responsibility, positivity among women, and sustainability. Because Madewell’s base resonates strongly with their commitment to sustainability, there is not a dire need to convince our supporters to join this cause. We are able to rely on current supporters and bring in new ones in order to accomplish our goals.

There is also a clear and urgent need on the other end of this campaign. Survivors of domestic violence often flee abuse with very little, likely just the clothes on their backs. Thirty-eight percent of all domestic violence victims become homeless at some point in their lives, and clothing is consistently identified as one of the most immediate needs when women enter shelter programs. By directing Madewell's existing donation infrastructure toward this population, the campaign addresses a real gap while staying true to what the brand already does.

PLANNING



Key Words:

1. **Community**

Madewell is committed to engaging the community and opening powerful discussions. In the past, Madewell has been involved in community forums focused on topics ranging from Black Lives Matter to Anti-Asian violence. The brand values powerful conversations and enhancing communication across different communities. Madewell wants to ensure that they are open to all and that these ideals are reflected within all of their stores. They strive to create a safe, inclusive environment, which is ingrained in company culture.

2. **Sustainability**

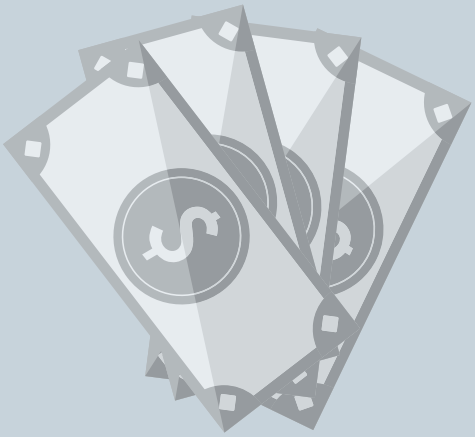
Madewell is committed to sustainable and ethical practices during the production of clothes. They have created sustainability initiatives from denim recycling programs to finding ethically sourced fabrics and materials. Their commitment to sustainability is a major business value, which brings in many consumers because of their practices.

3. **Authenticity**

Madewell focuses its brand on real people, making clothes that are welcoming and enjoyable for everyone. Customers are drawn to Madewell by its distinct brand voice and relatability to the public. This authenticity captivates consumers and makes them excited to purchase and try on clothes.

"Madewell offers consumers an **authentic** brand that strives to build **community** while creating **sustainably** crafted pieces made to last."

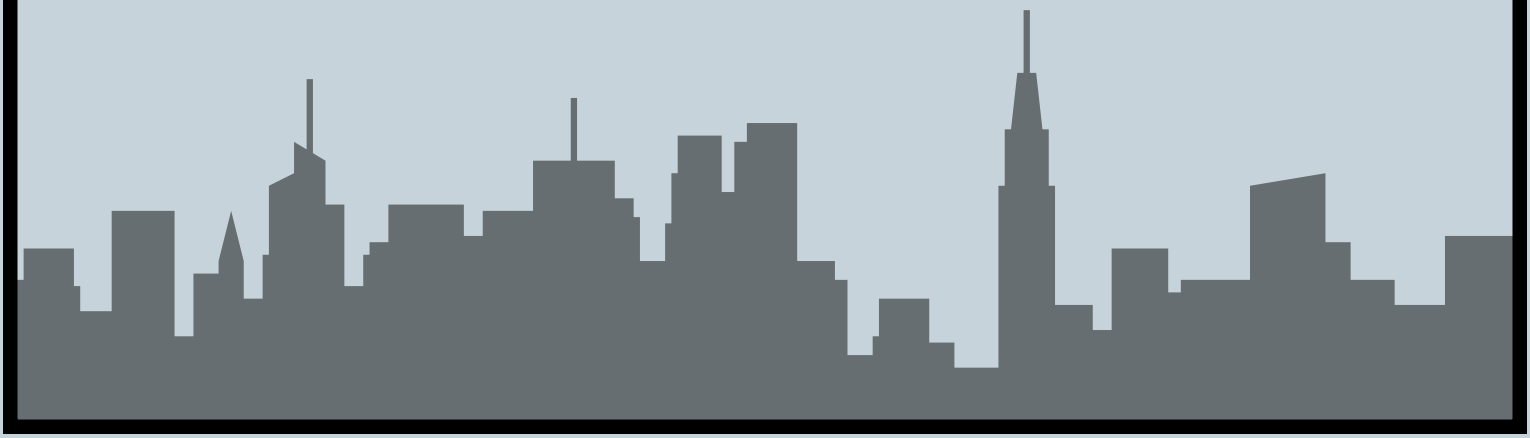
PLANNING



Target Audience

Gender: Woman
Age: 18-35 years old
Education: College educated
Location: City and suburban geographics
Income: Middle to Upper-middle class
Interests: Sustainably sourced fashion and social media

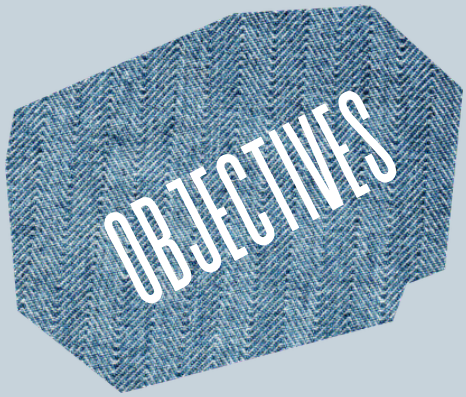
Brianna Wise, a 22 year-old and recent graduate from the University of Georgia, is looking for a place to shop that values sustainability while producing high-quality items. She is currently located in New York City and makes $75,000 a year. Wise chooses to shop at Madewell because of its commitment to creating ethical pieces while giving back to the community. Madewell's denim recycling programs and responsible production practices sold the brand to Brianna.



CAMPAIGN OUTLINE









GOALS



The goal of the Madewell CSR campaign is to increase the brand’s sustainability efforts into an initiative that gives back and supports women in need. Through the "Strong Denim, Stronger Women,” Madewell hopes to advocate for both sustainable fashion and clothing insecurity, while encouraging consumers to actively participate and give back to their communities.

Through donating preloved items to women’s shelters and domestic violence organizations, Madewell hopes to empower underserved women, strengthen and unite communities, and build a deeper connection with their consumers. Ultimately, the campaign seeks to position Madewell as a brand that not only values environmental responsibility but also demonstrates a genuine commitment to its community and others.

OBJECTIVES



The main campaign objectives will include an increased awareness of Madewell's sustainability and an increase in giving back, specifically to women in need in shelters and domestic violence situations. We will increase this awareness by **40% within 6 months** through social media, email campaigns, and in-store promotions.

The campaign will expand on Madewell's strong environmental impact by broadening to a social impact on women in need. The campaign will highlight Madewell's partnerships with women's shelters and use social media and digital marketing to educate consumers not only about sustainable fashion, but also about the issues of clothing insecurities and disadvantaged women.

A key objective will also be increasing participation in the clothing donation program by 35%, emphasizing the direct impact this program has on women in need. The campaign will allow customers to feel personally connected with the cause, shifting the emphasis from the negatives of fast fashion to the positives of giving back. The campaign will prioritize long-term social impacts and improve brand reputation. By providing clothing to women's shelters and building partnerships with community organizations and non-profits, Madewell will demonstrate a genuine commitment to social responsibility.

CAMPAIGN STRATEGIES + TACTICS

Strategy 1: Operating within Madewell's existing sustainability values, we plan to expand their community service initiatives by giving back to female communities in need. We will accomplish this by launching a campaign giving used ("pre-loved") clothing to women's shelters.

- **Tactic 1:** Working with Madewell Forever, we will select a portion of donated clothes and bring them to women's shelters near selected Madewell stores across the country.

- **Tactic 2:** Offer options to send in used clothing through the mail, as Madewell currently does for Madewell Forever, and have some standards in place for the quality of clothing that is sent in (ie., Madewell Forever's clothing donation standards: no signs of wear (pilling, shrinkage, fading), no damage (missing parts, rips, stains, odors), and no alterations).

- **Tactic 3:** Begin initiatives for Madewell employees to get involved in their communities by participating in the clothing drives and distributing the donated clothing to the women's shelters.

CAMPAIGN STRATEGIES + TACTICS

Strategy 2: We plan to advertise this campaign naturally, spreading awareness of the campaign via website and social media so that consumers can know about the option to donate their clothes and give back to their communities.

- **Tactic 1:** Make weekly Instagram and Facebook posts advertising the campaign.
- **Tactic 2:** Create and set up posters about the campaign in-stores and at checkouts.
- T**actic 3:** Create a page on the Madewell website dedicated to the campaign and educating consumers about it.

CAMPAIGN STRATEGIES + TACTICS

Strategy 3: Additional aspects of the campaign include brand activations, like pop-ups.

- **Tactic 1:** Install a reverse pop-up shop: instead of buying clothes, you give them back, in exchange for Madewell store credit. This would be the only way customers could donate clothes in-person. Pop-ups would be established near Madewell stores in cities and shopping centers, where there is a lot of foot traffic and a lot of awareness.

- **Tactic 2:** Establish a reuse initiative for lightly ripped clothing, and give the consumer the option of donating the clothing in exchange for a Madewell coupon, or have the clothing mended for free.

- **Tactic 3:** Start a new initiative where for every 3 pairs of jeans bought, a pair will be donated.

CAMPAIGN TIMELINE

The campaign will take over a six-month period and will align with the objective of increasing awareness and participation by 40%.

Months 1-2
The campaign will launch across social media, email marketing, and in-store promotions. All content will focus on the “Strong Denim, Stronger Women” initiative and help explain the focus and goals of the campaign. Details will include educating the consumers on sustainability, clothing insecurity, and Madewell’s partnership with women’s shelters.

Months 3-4
The phase will focus on driving participation through donation efforts. Pop-up events will be launched in high-traffic Madewell locations, encouraging in-person donations. Social media will feature user-generated content and real-time engagement to help build the initiative and community participation.

Months 5-6
The final phase will help emphasize transparency and long-term impacts by sharing campaign results, such as the number of donations and partnerships with women’s shelters and organizations. Storytelling will highlight the women and communities supported by the campaign and help tell their stories. Madewell will also focus on maintaining relationships with nonprofit partners and continue to encourage participation beyond the "Strong Denim, Stronger Women” campaign.