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Case Study #1 - <https://www.linkedin.com/company/cashmere-agency>

For my first case study I will be looking into the Cashmere Agency, an award-winning marketing agency located in Los Angeles, California. The Cashmere Agency was founded in 2003 and is already making huge strides in the marketing industry with a handful of awards such as the 2019 Cannes Lions Creative Award, The Clio Awards, AdColor, A100 and named AdAge’s Multicultural 2019 Agency of the Year and recognized in AdAge’s 2020 A-List Agencies To Watch list. The Cashmere Agency’s parent organization is Media Monks, which is a digital production company that specializes in producing websites, games, and films. Located in Los Angeles, California, the agency holds one primary office and employs over 200 creative individuals. The Cashmere Agency is known for lifestyle marketing for today’s millennials by pinpointing changing trends and displaying creative campaigns through social media, creative strategy, digital trends, and public relations. Their mission statement displays this creative culture, “We understand your audience, because we are your audience.”

The Cashmere Agency holds a very diverse list of clients, such as big brands like BMW, DoorDash, Amazon, Apple TV, Adidas, Netflix, HBO, Universal Pictures, and many more. To go into more detail, I chose a campaign and partnership with the United States’ largest leading delivery service, DoorDash. DoorDash is an American company that operates online food ordering and delivery. I chose the DoorDash campaign because DoorDash is an app that I use on a daily basis, along with all college students. In this campaign facilitated by The Cashmere Agency, they invited some of the world’s most popular influencers, such as Nikita Dragun, Kylie Jenner, Anastasia Karanikolaou, Hailey Bieber, and Jerome Lamaar, and had the influencers host a virtual dinner party, where the proceeds would be donating meals to Feeding America. This commercial was aired in the middle of the COVID-19 pandemic, so DoorDash leaned on Cashmere to deliver a creative, yet meaningful way to campaign in a sensitive time. DoorDash had already used the slogan and hashtag, #DoYourPartChallenge, so The Cashmere Agency capitalized on that with influencers to make it even bigger and promote DoorDash. Through this Do Your Part Challenge, DoorDash promised that with each individual viewer of the dinner party livestream, they would donate one meal to Feeding America. When investigating the Facets Model of Effects, all six principles were met in this Instagram livestream/commercial. The objective of the commercial was to display important social conversations in a meaningful way during a sensitive time, while still advertising DoorDash.

The flow of information in this commercial easily met all the guidelines of Berlo’s SMCR Model of Communication. First is source, which is displayed through communication skills, attitudes, and culture. This was reached from the influencers that Cashmere recruited to participate, which leads to more views. Second is message, which is dedicated to content, elements, and structure. The message of the commercial was to have viewers participate in the #DoYourPartChallenge, Feeding America, and the COVID-19 pandemic and how we can still be brought together with DoorDash. Channel, which is senses, was reached in the commercial with the food aspect, where all the influencers had ordered DoorDash and were eating while discussing important topics on livestream. Lastly is receiver, which is linked directly back to the source, where viewers will have the ability to learn more about several important topics that are being discussed, DoorDash, and Feeding America.

**Citations**

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