

# Campaigns One, Two & Three Compilation

Tianqi Huo

# Introduction Page

There are three campaigns in my portfolio. For the first one, I created an outdoor campaign for the environmental non-profit organization—Fashion Revolution. The purpose of the campaign is to encourage the youth to take part in the activities to reducing the pollution that throw away fashion brings to the earth.

The second one is a headline-driven print campaign for the eyewear brand Oliver Peoples. The objective of this campaign is to build brand loyalty and foster relationships with like-minded individuals.

The third one is a series of print ads with body copy for Japan Airlines. The goal of this campaign is to build the brand awareness and publicize Japan Airlines' utmost quality in service.

# Campaign One Description

Campaign Title: Revive Our Clothes

Description: This is an outdoor campaign for Fashion Revolution, which is an environmental non-profit organization. The purpose of the campaign is to encourage the youth to take part in the activities to reducing the pollution that throw away fashion brings to the earth.

Website: <https://www.fashionrevolution.org/>



*Revive Our Clothes*

# Campaign One Creative Brief

**Brand:** Fashion Revolution

**Objective:** Develop a creative and refresh outdoor campaign- Revive Our Clothes to encourage the youth to take part in. We are committed to reducing the pollution that throw away fashion brings to the earth and creating a sustainable environment.

## Why does our client need to advertise?

With the abundance of cheap clothing, fashion has become a disposable item. 20% of global pollution comes from the fashion industry. The world consumes about 80 billion new pieces of clothing every year. Pollution continues to be severe due to overproduction, overconsumption and discarding. Fast-fashion business model and micro-trends drive constant change, leading to the mindless consumption of cheap, low-quality clothing that sometimes seems easier to throw away and replace than repair. Lack of sewing and textile education at school or at home results in young people losing traditional skills to prolong the life of clothing. Youth are aware of the problem, but they don't know how to make change. Fashion Revolution will host the Revive Our Clothes campaign, which aims to promote the idea that clothing and fashion can last a lifetime. We provide the opportunity to learn to mend clothes, so that old clothes can be given new life.

## What is advertising going to accomplish?

- Inform our brand awareness.
- 800K shares of the Revive Our Clothes campaign on Instagram, Facebook and Twitter.

## Who are we going to connect with?

Males and females between 18-35 years old who love fashion, hand craft and care about environmental protection and sustainability.

## What are the most insightful things we know about them?

They against overconsumption and throwaway fashion. They are willing to mend the old clothes and give them a new life. They desire to contribute to environment protection and sustainability, reduce the damage to the world from discarded clothes.

## What is the single most effective message that we can convey to them?

Instead of discarding and replacing the old clothes, give them new life by mending to reduce the burden of our planet.

## What else is there to know that supports this message?

- Clothing was designed to last, and those who bought it had implicit in that longevity. However, with the abundance of cheap clothing, fashion has become a disposable item.
- 95% of the discarded clothing can be recycled or upcycled.
- 65% people wanted to know how to mend their clothing and care for their clothes, to make them last longer.

# Campaign One 3 Outdoor Ads



## Campaign Two Description

Campaign Title: Wear Something Rare

Description: This is a headline-driven print campaign for the eyewear brand Oliver Peoples. The objective of this campaign is to build brand loyalty and foster relationships with like-minded individuals.

Website: <https://www.oliverpeoples.com/usa>

OLIVER PEOPLES



*Wear Something Rare*

# Campaign Two Creative Brief

## **Brand: OLIVER PEOPLES**

**Objective:** Develop a headline-driven print campaign for our heritage brand—Oliver Peoples. Our vision is to design an original and authentic collection of eyewear, present them to the world using innovative marketing strategies, and create a unique retail experience in boutiques that seemed more like a gallery than a place to shop. We strive to craft innovative styles for progressive individuals who set the trends worldwide.

### **Why does our client need to advertise?**

They have to know our culture and passion in an intuitive way. They need to be informed that each Oliver Peoples' frame is hand crafted with careful attention to detail, sculpting, and perfecting the materials to achieve a balanced and refined final product. We create exclusive design with bespoke, handmade details that are distinctive and unique. Through an authentic and consistent voice, we advertise for fostering relationships with like-minded individuals who appreciate and respect our approach.

### **What is advertising going to accomplish?**

- Build our brand awareness.
- Foster relationships with like-minded individuals.
- Increase sales compared to the previous quarter.

### **Who are we going to connect with?**

Progressive individuals between age of 25-45, who love films, books, magazines, and travel. They keen on exclusive eyewear and care about quality, details as well as function.

### **What are the most insightful things we know about them?**

- They are fascinated with timeless shapes, high quality, function in beautiful styles and classic colors.
- Rather than futuristic and experimental products, they prefer vintage and retro-inspired designs.

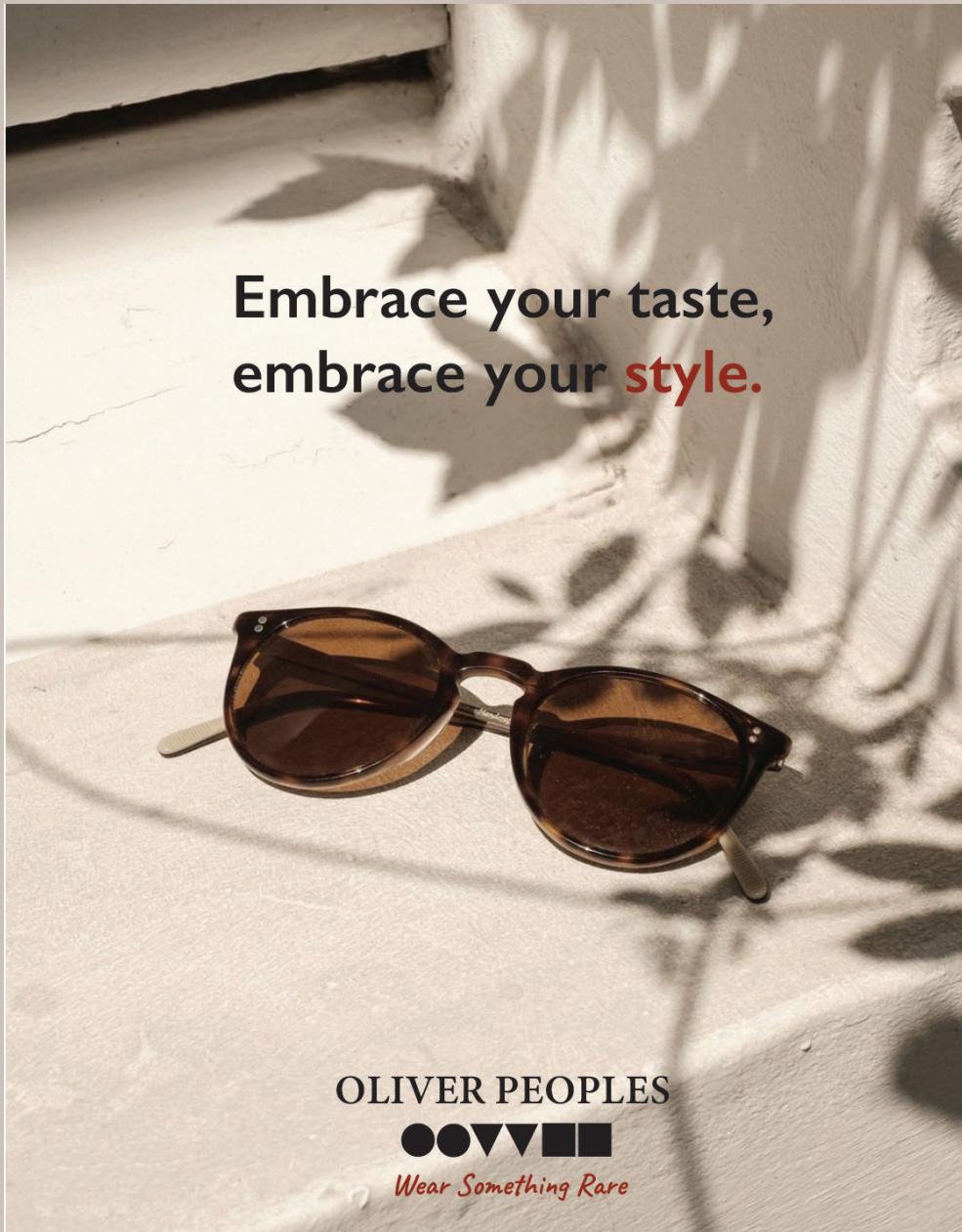
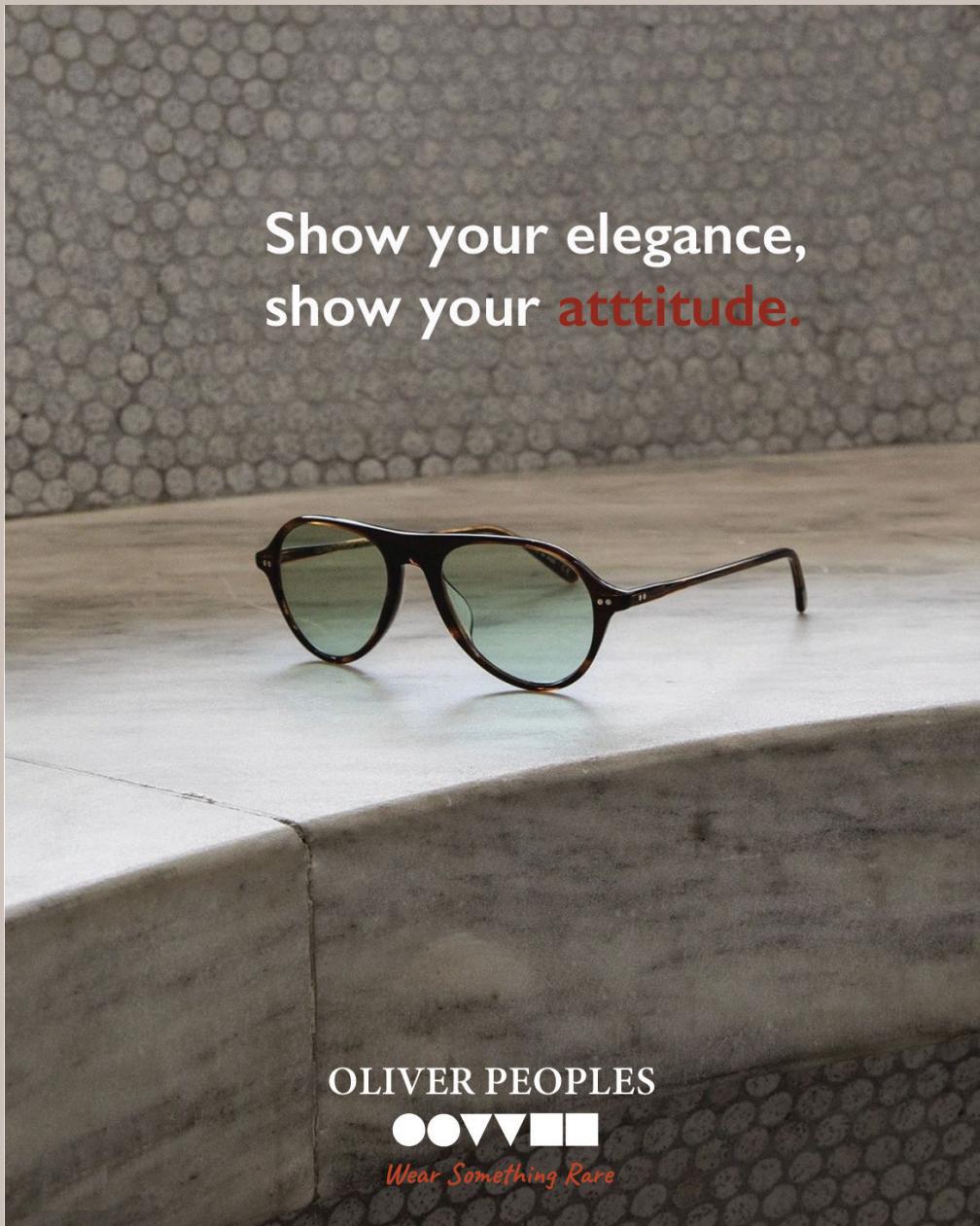
### **What is the single most effective message that we can convey to them?**

We bring you timeless, intellectual pieces with bespoke detailing, to progressive, trend-setting eyewear.

### **What else is there to know that supports this message?**

- Oliver Peoples has maintained a passion for superior eyewear crafted of the finest materials with careful attention to detail.
- Each frame is meticulously handcrafted in a dedicated factory following a process that combines both technological advancements and the human touch.
- Throughout the production phases the artisans who sculpt the material into the final product reference the original design drawing to ensure its integrity.

# Campaign Two 3 Print Ads



## Campaign Three Description

Campaign Title: Embrace Your Journey

Description: This is a series of print ads with body copy for Japan Airlines. The goal of this campaign is to build the brand awareness and publicize Japan Airlines' utmost quality in service.

Website: <https://www.jal.com/en/>



# Campaign Three Creative Brief

**Brand:** Japan Airlines

**Objective:** Creating a series of print ads with body copy for Japan Airlines. We aim to continue to embrace new challenges as we cater to the needs of all our guests and strive to be the world's most valued and preferred airline.

## Why does our client need to advertise?

They have to know that we will be empathetic to their needs so that we may provide the utmost quality in service, and we will face changes in the times to always keep one step ahead of the competition. They need to be informed that JAL is ever continuing to embrace new challenges as we cater to the needs of all our guests and strive to be the world's most valued and preferred airline.

## What is advertising going to accomplish?

- Build our brand awareness.
- Publicize our utmost quality in service.
- Increase sales compare to the previous year.

## Who are we going to connect with?

Upper middle class between age of 25-65 who need to travel by air. They demand high quality and detailed service as well as safety and wonderful travel experience.

## What are the most insightful things we know about them?

- They demand high quality and detailed service.
- They look for safety and wonderful travel experience.

## What is the single most effective message that we can convey to them?

We put top priority on flight safety and create a truly wonderful travel experience that our guests did not think was possible.

## What else is there to know that supports this message?

- Our unique brand of hospitality comes from caring for each guest the same way we would care for those most precious to us.
- Even in areas not typically seen, we will be prepared to welcome every guest perfectly.
- Even when our guests don't put it into words, we will embrace their needs and serve them from the bottom of our hearts.
- By treasuring every single moment with our guests, we will put everything we have into providing the best possible experience for them.

# Campaign Three 3 Print Ads



Fly the homey skies.



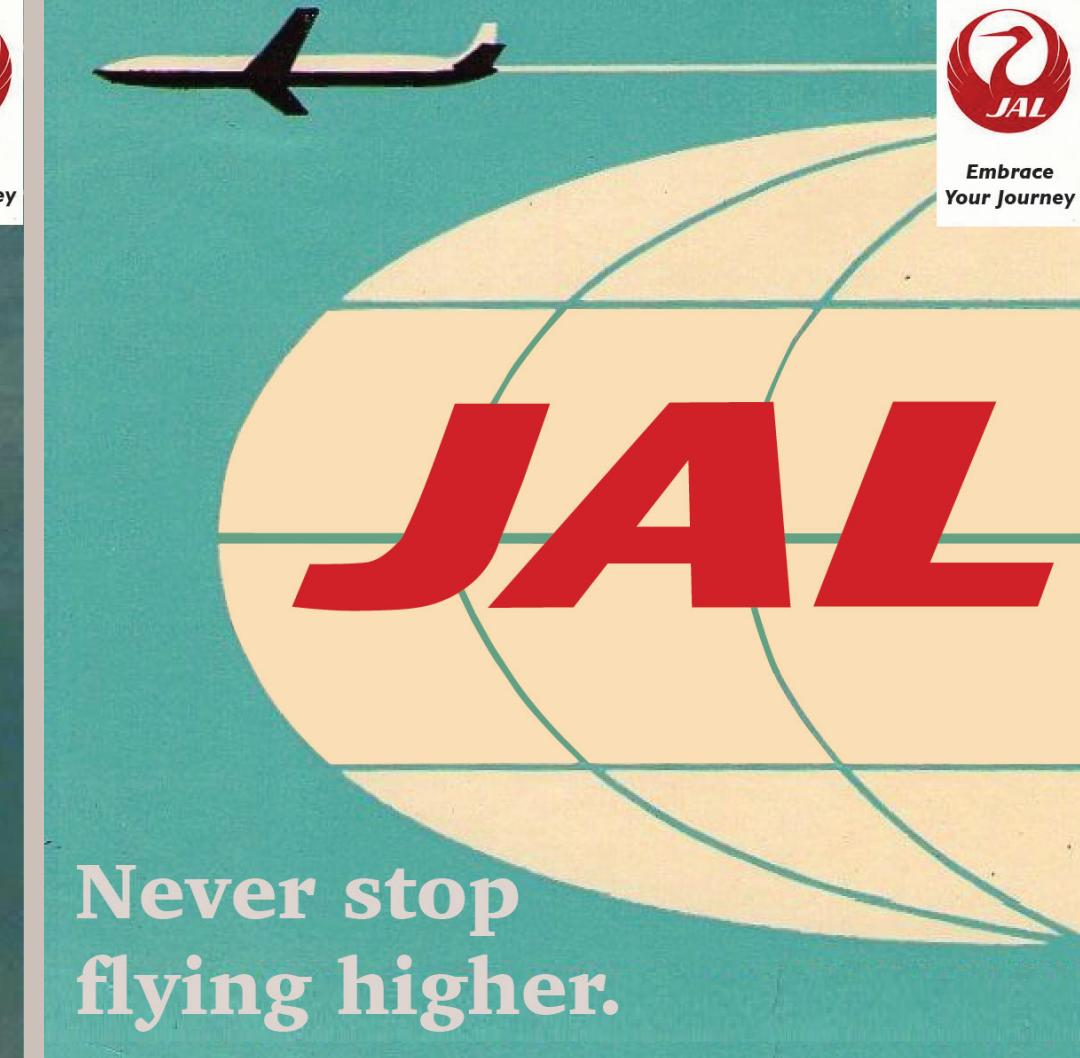
We miss home when we are outside. Japan Airlines is committed to providing you with the utmost quality and sincere service. We treat you like family and make you feel at home. You are not alone, and we are always here with you.



Keep chasing  
your dreams.



Dream as big as you can, and never limit it. Japan Airlines supports you with the most sincere enthusiasm and considerate service in the journey of chasing your dreams. We care what you care, as you are crucial to us.



Never stop  
flying higher.

We will see a more beautiful world if we fly higher. Japan Airlines always accompanies you on the way to chasing your dreams. We put top priority on flight safety and create a truly wonderful travel experience for you, as you matter to us.

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# Thank you !

**rinikaku9015@gmail.com**