



# THE CAMPAIGN FOR WOOL

PATRON: HRH THE PRINCE OF WALES

## 2011 MARKETING TOOL KIT

[www.campaignforwool.com.au](http://www.campaignforwool.com.au)



THE WOOLMARK COMPANY SUPPORTS  
THE CAMPAIGN FOR WOOL

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## INTRODUCTION

The Campaign for Wool is a coalition of key organisations and workforces in the wool industry, convened by His Royal Highness The Prince of Wales, all of whom are united by a common goal to educate consumers on the natural benefits, value and versatility of wool.

His Royal Highness has agreed to be patron of The Campaign for Wool for five years, the initiative is based on the Prince's drive for universal sustainability. The project is supported by the International Wool Textile Organisation, British Wool Marketing Board, Woolmark International (Australian Wool Innovation), the New Zealand wool industry and Viking Wools of Norway.

By registering your support of Campaign for Wool, you are joining a global collaboration which aims to educate

consumers on the natural benefits of wool, and support farmers across the globe.

In 2010, the first year of the Campaign, over 110 companies, retailers, designers and brands supported the Campaign for Wool across the United Kingdom; this will continue to build as the Campaign rolls out internationally.

Our ultimate goal is to create a programme of activities that will convey the natural benefits of wool to the end consumer, leading to a positive impact on wool sales for everybody throughout the supply chain.

This toolkit has been designed to provide you with options for in-store marketing activity to support the Campaign for Wool and arm you with the information to make it happen.\*

*\* This presentation contains imagery which demonstrates how the activity would look, and is for visual purposes only.*

## OBJECTIVES

- 1** Raise consumer awareness of the natural benefits of wool.
- 2** Promote the renewable and biodegradable properties of wool.
- 3** Create a greater understanding of wool's attributes.
- 4** Establish a subtle consumer link between choosing wool products, the countryside and the wider eco-systems.
- 5** Build demand for wool and increase wool sales across the supply chain.
- 6** Live naturally... choose wool.

## WHY PARTICIPATE IN CAMPAIGN FOR WOOL?

Traditionally wool has been a mainstay of the textile industry but with competition from man-made fibres, demand has fallen. As a result there are a number of consumers that do not know, nor understand, the natural benefits of wool.

To help overcome this difficult challenge, The Campaign for Wool will continue to build an exciting programme of events, exhibitions and product launches around the globe which will celebrate the diverse ways wool can be used.

Wool events/activities across the world are investments of The Campaign for Wool, which provide you with a strong marketing platform and promotional gateway to enhance all wool-based products you offer.

## BRAND GUIDELINES: THE CAMPAIGN FOR WOOL

You must first formally register with the Campaign for Wool by completing a license agreement, which is free of charge and submitting it to:

**info@campaignforwool.com.au**

The following guidelines must be followed with regard to use of the Campaign for Wool logo's and any collateral.



**THE CAMPAIGN FOR WOOL**

PATRON: HRH THE PRINCE OF WALES

CMYK Green: C70 . M0 . Y100 . K0

CMYK Black: C0 . M0 . Y0 . K100

The Campaign for Wool logo should be used in the original colours shown above, black or reversed white out of a black background or image for legibility.

The logo must always be used with the strapline underneath.

The logo should always have a height of at least 15mm.

Wherever possible the usual standard format for the logo should be green on a white background.

Whereas the above logo should be used for all normal applications, other permutations might be considered by The Campaign for Wool following detailed application to: **info@campaignforwool.com.au**.

The size of the logo must be proportionate and every encouragement is given to its proper and extensive use.

No alternations are to be made to the design or format of the logo.

### ADVERTISING REQUIREMENTS

*The Campaign for Wool reserves the right to allow or disallow the use of the logos within advertising in order to preserve the aims and integrity of the Campaign and its long term objectives. All requests to use the logos must be formal and receive authorisation in writing before any advertising can commence.*

## BRAND GUIDELINES: GREEN STYLISTED WOOLMARK LOGO



THE WOOLMARK COMPANY SUPPORTS  
THE CAMPAIGN FOR WOOL

**The Green Stylised Woolmark logo should be used in the original colours shown above, greyscale, or black only.**

- The logo must always be used with the strapline underneath
- The logo should always have a height of at least 10mm
- The official version of the logo must be used on all printed artwork
- Must always be featured with the Campaign for Wool logo
- Must not be used on specific products, only marketing material
- Whereas the above logo should be used for all normal applications, other permutations might be considered by Woolmark International following detailed application to:  
**[kelly.coffey@wool.com.au](mailto:kelly.coffey@wool.com.au)**
- The size of the logo must be proportionate and every encouragement is given to its proper and extensive use
- No alternations are to be made to the design or format of the logo

## MARKETING TACTICS OVERVIEW

The Campaign for Wool will be working on planned events, exhibitions, and promotional activity – speak to your local office contact to see how you can get involved.

To further promote wool and ensure successful wool sales for your business we also recommend you take advantage of the Point of Sale (PoS) materials available to you through Campaign for Wool, and coordinate marketing activity which supports your business' specific use of wool:

- 1** Build a wool themed window display.
- 2** Hold a private in-store shopping event or special customer event where customers can receive advice on wool. We are happy to provide you industry experts to speak should you desire (subject to availability).
- 3** Install a wool exhibition or education piece in your showroom or on the retail floor – to help consumers understand the natural benefits of the fibre. We can provide you the information to support your marketing claims should you desire. Please request from: **info@campaignforwool.com.au**
- 4** Place a link up on your website to: **www.campaignforwool.com.au** by using the Campaign for Wool logo.
- 5** Provide your logo to: **info@campaignforwool.com.au** when submitting your complete license form and we will ensure a link to your company will also be placed on: **www.campaignforwool.com.au**

## POINT OF SALE

A selection of Point of Sale (PoS) material has been built for your use and is available to order direct from our partnered supplier to your warehouse or selected delivery point. Each partner receives £100 from Campaign for Wool towards free materials.

### How to order

- 1** Remove the order form from within this brochure and complete it.
- 2** Scan the completed order form.
- 3** Send a copy of the scanned order form to:  
**info@campaignforwool.com.au.**

Should you have any questions please contact us at:  
**info@campaignforwool.com.au.**

If you require another order form you can request one from: **info@campaignforwool.com.au**

## DO'S AND DON'TS

### DO

- Register as a member of The Campaign for Wool first before ordering or creating any PoS or other promotional activity
- Choose a location in, or next to, any area that features wool predominant items
- Select locations that have high visibility for customers
- Ensure that your chosen locations provide great media photographs where applicable (example: window displays)
- Receive written permission from your suppliers for product usage in any in-store Campaign for Wool marketing activity
- Ensure you have notified The Campaign for Wool of any imagery that you require or are planning to use (**info@campaignforwool.com.au**)
- Refer to the Campaign for Wool brand guidelines to maintain consistency in print production

### DON'T

- Don't produce any PoS not included within this tool kit or your original marketing plan as confirmed with Campaign for Wool without getting prior written approval
- Don't use the green Stylised Woolmark logo directly on product without prior authorisation
- Make any false claims with regard to your wool content or the natural credentials of wool to your customers

# PLAN OF EXECUTION

To ensure you are ready with all the elements essential to make Campaign for Wool a success and increase wool sales for your business we have provided some examples below.

Creative	Overview	Assets required	What it can deliver
<b>Customer Event</b>	<ul style="list-style-type: none"> <li>■ An exclusive shopping evening, hosted by your staff, offering savvy shoppers a preview of new and existing wool products</li> <li>■ All departments can be involved!</li> </ul>	<ul style="list-style-type: none"> <li>■ Campaign for Wool PoS</li> <li>■ Consumer announcement by your office</li> <li>■ Photo-call / press announcement by your press office</li> </ul>	<ul style="list-style-type: none"> <li>■ Direct engagement with customers, media and opinion formers</li> <li>■ Build excitement during Wool Week</li> <li>■ Create dialogue between your press office and customers</li> <li>■ Data capture</li> <li>■ Editorial</li> </ul>
<b>Window Display</b>	<ul style="list-style-type: none"> <li>■ Commission an artist or your own resident merchandiser to create a stand-out window display dedicated to wool. For example mannequins made out of wool yarn, sheep cut-outs, decals, wool threading, chic showcase of the latest wool interior fabrics or carpets, and more</li> </ul>	<ul style="list-style-type: none"> <li>■ Campaign for Wool PoS</li> <li>■ Photo-call / press announcement by your press office</li> <li>■ Campaign logos</li> </ul>	<ul style="list-style-type: none"> <li>■ Consumer awareness</li> <li>■ Strong imagery</li> <li>■ Positive word-of-mouth</li> <li>■ Editorial</li> </ul>
<b>In-store display material:</b> - Showcards	<ul style="list-style-type: none"> <li>■ Select locations on shop-floor</li> <li>■ Order PoS</li> <li>■ Shop-floor placement</li> </ul>	<ul style="list-style-type: none"> <li>■ PoS order form</li> <li>■ Campaign logos</li> <li>■ Campaign imagery</li> </ul>	<ul style="list-style-type: none"> <li>■ Providing your sales associates and customers with an easy way to understand the natural benefits of wool</li> </ul>
<b>Campaign for Wool leaflets</b>	<ul style="list-style-type: none"> <li>■ Order PoS</li> </ul>	<ul style="list-style-type: none"> <li>■ PoS Order form</li> </ul>	<ul style="list-style-type: none"> <li>■ Source of education for all staff and customers</li> </ul>
<b>Vinyl Stickers</b>	<ul style="list-style-type: none"> <li>■ Space dedicated on windows</li> </ul>	<ul style="list-style-type: none"> <li>■ PoS Order form</li> </ul>	<ul style="list-style-type: none"> <li>■ Consumer awareness</li> <li>■ Strong imagery</li> </ul>

## CAMPAIGN ASSETS

You have the autonomy to shape activity to best suit your business.

As you can see through this marketing tool kit you are provided with materials that you can order for PoS. You can also receive the artwork on request if you wish to reproduce the artwork tailored to your size or business requirements - approval must be sought before production. You can go through this process by emailing your request to:

**info@campaignforwool.com.au**. You can promote any events you will be hosting during Campaign for Wool / Wool Week promotions on:  
**www.campaignforwool.com.au**.

Please also register any press releases you are doing with **info@campaignforwool.com.au** as we will ensure the news is supported via our online mediums (facebook, twitter, etc) where possible and appropriate.

Please also have your public relations personnel contact: **info@campaignforwool.com.au** should you need any assistance or information, or communicate with your local office contact.

On: **www.campaignforwool.com.au** you will find:

- The latest campaign for Wool press releases
- Campaign for Wool Q&A

## EVALUATION

We greatly appreciate your interest and support of The Campaign for Wool, and hope that together on a global scale we can increase awareness of the natural wool benefits and help increase wool sales for all involved.

You will need to provide annual data to the Campaign for Wool so that we can together evaluate the success of the Campaign. Data includes figures that show the changes in volume or sell-through of your wool content products.

- This information will be kept in strict confidence and used to compile an overview of the impact the Campaign for Wool is having
- We would welcome your suggestions on how the Campaign for Wool could be improved as we move forward