

# Messaging and Storytelling

# Where We Are



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# Messaging and Storytelling

- Messaging presents your brand's/garment's value internally and externally
- Storytelling is about crafting a unique and innovative story around your brand/garments to appeal to your target audience's needs and desires
- Clear messaging and compelling storytelling capture audience attention

# Messaging vs Storytelling

## Messaging

- Key messages
  - Brand identity
  - Features and benefits
  - Value proposition
  - Positioning statement
- Internal and external audiences
- Public relations and other communications

## Storytelling

- Narrative and storytelling techniques
- Creates emotional connection
- Relatable and memorable
- Content marketing, social media, and other relevant media

# Using Storytelling

## Inspiration

- Customer stories
- Brand history and evolution
- Behind-the-scenes stories
- Influencer collaborations
- Social media
- Current events

## Finding the Right Story

- Understand your target audience
- Identify the key message
- Consider the format
- Use storytelling techniques
- Keep it authentic
- Test it
- Measure it

# Storytelling Exercise

- Consider the following companies and potential customers
- Pair each company with a consumer
- How can the brand use storytelling to reach the target customer?
- Discuss which pairings would not work and why
- What other personas would be more appropriate?

# Telling the Right Story

## Clothing Companies

**Wildflower Clothing:** bohemian-inspired fashion brand that just launched its first collection. Their clothes feature flowy silhouettes, bold prints, and unique detailing, such as fringe and embroidery. The brand is committed to using sustainable materials and ethical production practices, and their clothes are designed to make women feel confident and free-spirited.

**Classic Mode:** timeless fashion brand that just launched a new collection of versatile, high-quality pieces. Their clothes feature clean lines and classic silhouettes, and are designed to be worn for years to come. The brand emphasises sustainability and transparency in its production process, and their clothes are made from natural and organic materials.

**Bold & Beautiful:** vibrant and colourful fashion brand that just launched a new collection of statement pieces. Their clothes feature bold prints, bright colours, and playful details, such as ruffles and tassels. The brand is committed to inclusivity and offers a range of sizes to fit women of all shapes and sizes.

**Rebel Rose:** edgy and rebellious fashion brand that just launched its first collection. Their clothes feature a mix of feminine and punk elements, with leather, lace, and studs. The brand is passionate about empowering women to express their individuality and break free from societal norms. Their clothes are designed for women who want to stand out and make a statement.

## Consumers

**Samantha** is a 30-year-old sustainability enthusiast who is passionate about reducing her carbon footprint. She is environmentally conscious and seeks out brands that prioritise sustainable and ethical production practices. She is willing to pay more for high-quality, eco-friendly clothing that align with her values.

**Taylor** is a 25-year-old fashion-forward woman who is always on top of the latest trends. She enjoys experimenting with new styles and takes inspiration from social media influencers and fashion bloggers. She seeks out brands that offer unique and statement-making pieces that help her stand out from the crowd.

**Maria** is a 35-year-old woman who chooses to dress modestly. She values fashion that is both stylish and modest and often struggles to find clothing that meets her requirements. She seeks out brands that offer a wide range of modest options, such as longer hemlines, higher necklines, and sleeves, without compromising on style.

**Bailey** is a 28-year-old woman who is passionate about body positivity and seeks brands that celebrate diversity and inclusivity. She is comfortable in her own skin and looks for clothing that fits and flatters her body type. She seeks out brands that offer a wide range of sizes and styles that cater to diverse body types and shapes.



# Incorporating Sustainability

- Weave sustainability, circularity, and fair trade into your storytelling
- Emphasise the look and feel of your garments, not just their sustainability
- Educate consumers about the importance of sustainable fashion and how to make more conscious purchases or extend the lifetime of garments
- Be transparent about how you source materials, use ethical manufacturers, or ensure fair trade practices
- Provide facts and figures to support sustainability claims
- Partner with recognised certification organisations to validate your claims

# Greenwashing

## How to Recognise

- Vague claims: 'green', 'organic', 'eco-friendly', 'sustainable'
- Hidden trade-offs
- Irrelevant claims
- Lesser of two evils
- Misleading or irrelevant certifications

## How to Avoid

- Be detailed and transparent
- Be specific about benefits
- Be credible with evidence
- Be consistent across all materials
- Be aware of the laws and regulations



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