

# THE FAST FASHION CHALLENGE

Independent Learning

## Enterprise Project



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# THE FAST FASHION CHALLENGE



## CHALLENGE BRIEF

You are part of the Marketing Department at **First4Fashion Company**. The company had a bad year last year as customers spent less on fast fashion and began to look for sustainable clothing instead.

**First4Fashion** have decided that, in order to stay in business, they must promote second-hand fashion and clothing swap shops.

It is your job to come up with new branding which will entice customers to shop with them and show their dedication to the environment and sustainability.

Your manager has asked you your department to:

- produce a name for this new branch of First4Fashion
- design branding for the shops
- design an e-commerce site or produce a sketch of a store
- create a tagline
- make an advert

## CONSIDER

- Your market: Who is your target market? What do they want? What are the company aims?
- Other considerations: are there other ways you can ensure sustainability of the company (minimise negative impact, or indeed create a positive impact, on the local environment, community, society or economy)?
- Branding: colours, logo design, font
- Method of advertising: tv, radio, magazine, billboard, social media
- How you will present/pitch to your Manager

## ADDITIONAL INFO

Refer to our *Taglines and Trademarks PowerPoint* and *Visual Pitch Guidelines*.

# Task 1 – Identify

*Look at the Challenge Brief, think about the problem and the main aims. Think about your own interests and strengths—does this challenge give you any ideas or play to your strengths?*

What is the problem? What is needed/wanted and by whom?

Who am I? What do I care about? What skills do I have?



# Task 2 – Explore

*In this task, you will look at your current level of knowledge of the topic, which will help you to focus on what research is required in order to learn more.*

*Think about who/what can help you: whether that be people you already know in your social circle, local community etc. or people you don't know yet in the wider community/world that you may be able to contact online/by email or follow on social media.*

*There might be useful websites out there to help you conduct research.*

What do I know already?	What do I need to know?	Who/What can help me?

## Task 3 - Imagine

*Look into methods for ideas generation. It could be MindMapping, Thought Showering, Blue-sky Thinking, De Bono's Hats etc. You might want to link up online with others to generate ideas for your service/product that can combat the problem. Start off with lots of ideas—do not necessarily think about the practical aspects at the early stages.*



What is causing the problem? What ideas could solve this?



## Task 4 - Process

*This is the time to develop a chosen idea into a product/service that will be pitched at the end of this step.*

*Think about the realities of putting an idea into practice - branding, marketing, creating prototypes if appropriate, advertising, jingles etc.*

*Usually, this would be the stage to think about each team member's individual skills and the roles required to put your idea into practice. You would then assign roles based on these. You may be able to organise this online with your teammates. If you are working alone, try to think of the roles required and the skills associated with each. Where do your strengths lie? Would you be better at one role than another? Perhaps you would be suited to more than one role.*

**What kind of roles are there in Marketing? Here's some more information:**

**Marketing Manager** – This is the coach for the team. They are responsible for managing budgets, reporting to management and leading others. They will set individual targets for team members. They will also work to promote the brand by speaking at external events/on podcasts, writing blogs, be active on social media or engaging in industry forums.

**SEO (Search Engine Optimisation) Manager** – A specialised type of Marketing Manager who works on website optimisation, coordinates the creation and submission of website content and builds the online community.

**Market Research Analyst** – They help companies listen to their customers' needs and wants. They work out what to sell, who to sell to and how to promote their products/services. They design customer surveys and train their team to conduct online, telephone and face-to-face focus group surveys.

**Advertising Art Director** – Produces creative ideas for the visual elements of advertising campaigns. Works alongside a **copywriter** who usually comes up with the words to go along with the visuals.

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**Brand Strategist** – Makes sure that the market doesn't lose interest in the product/service by being innovative and creating new direction. They also look to grow the company's reputation and try to appeal to a larger audience.

**Public Relations Coordinator** – Responsible for planning and running publicity campaigns. They will attend events, speak publicly, deal with enquiries from the public and press, write press releases and liaise with clients.

Make notes on jobs roles and associated skills



## Task 4 - Production Process continued

Make notes/sketches on branding/marketing/advertising

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## Task 4 - Production Process continued

Draw a 3D sketch of your store or design an e-commerce site. You may wish to use ICT to do this.





## Task 5 – Present

*This is time to prepare a pitch/presentation to share what you have learned and created. Keep in mind what the purpose of your pitch will be and who the intended audience is.*

*See [Visual Pitch Guidelines](#) for entry into our Online Enterprise Challenge.*

PITCH		
Name	Logo	Slogan
Product(s)/Service(s)	Target Market	USP
Job Roles	Competitors	Marketing



# Task 6 - Reflect



*Measure your success! Carefully think about the following questions:*

What went well?

What would you do differently next time?

What skills have you developed?

What have you learned about yourself and how will this help you in the future?

# Glossary of Terms

**Advertising** Calling the public's attention to a product/service especially by announcements in the press, through social media, on posters/billboards etc.

**Branding** The process involved in creating a unique name or image for a product/service. Aims to establish an image and attract loyal custom.

**Competitors** A company in the same/similar industry offering a similar product/service.

**Logo** A way for businesses to help people identify their products and tell them apart from others. Usually an image but can be a name, symbol or even a smell!

**Marketing Strategy** A comprehensive plan of the marketing goals based on market research.

**Pitch** A presentation of an idea, covering all of the critical aspects, with a view to securing (financial) support.

**Slogan** Memorable phrase or motto that accompanies a logo and appeals to customers.

**Tagline** Same as slogan.

**Target Market** A particular segment of the market (potential customers) at which a marketing campaign is focussed (this could be based on age, sex, demographics etc.)

**Trademark** Same as logo.

**USP (Unique Selling Point)** Real or perceived benefit of a good/service which differentiates it from competing brands and gives the buyer a reason to favour it over others.

# Skills Focus

*Through participation in this challenge, you will have used this skill set:*

**Communication**

**Resilience**

**Organisation**

**Initiative**

**Creativity**

**Problem Solving**

**Confidence**

**Presentation**