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2023**



Best Consumer Public Relations Campaign €20,000 or Under



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Campaign

Sustainable Irish Fashion: Harris PR Launches Fresh Cuts AW22 Collection

Description of Campaign

Harris PR launched Fresh Cuts' new autumn/winter sustainable fashion collection and raised awareness of its core lines through a PR campaign that generated positive brand awareness, delivered an increase in footfall and sales, amplified awareness of sustainable fashion and buying Irish, all while exceeding media coverage expectations.

HARRIS
PUBLIC RELATIONS

Public Relations Consultant

Harris PR



Client

Fresh Cuts Clothing

Background to the Campaign

Fresh Cuts Clothing is a small Irish fashion business established in 2015 by husband-and-wife team, Steven and Lorna Murphy. Designed in-house and printed in Dublin, Fresh Cuts is a collection of menswear, womenswear, and childrenswear organic cotton apparel. The company's core mission is to prioritise sustainability at every stage of its production process. In late October 2022, Harris PR was tasked with developing a 4–6-week PR strategy to launch Fresh Cuts AW22 collection, targeting Irish professionals aged 28–35 with disposable income and an appreciation for quality, design, and ethical business practices.

The fashion industry is the second largest polluter in the world, second to the oil industry, according to the UN Alliance for Sustainable Fashion. Research in 2022 showed that while 100 billion items of clothing are produced globally each year, three out of every five garments end up in landfill within one year of purchase. As a result, there is more pressure on brands now than ever before to focus on eradicating poor environmental practices. In 2022, small businesses were also navigating their way through the post-pandemic global economic crisis. However, combined, these challenges afforded a brand like Fresh Cuts the opportunity to stand out amongst its peers and show consumers how it is helping

to reshape our thinking when it comes to clothing production.

We focused on developing a PR strategy which would raise awareness of the brand's ethos, drive traffic to their store and online, and promote the AW22 collection to drive sales during the key Christmas period. Fresh Cuts' commitment to sustainability and ethical practices was at the forefront of the campaign. Driven by a desire to educate existing and potential customers on the brand's core mission to put sustainable thinking at the centre of everything they do, the campaign highlighted key elements of the AW22 collection, which addressed issues such as reducing waste and addressing over-production. As the brand continues to grow, the founders aim to maintain their commitment to sustainability and create a company that their family can be proud of in the future.

Statement of Objectives

Within the confines of a very tight timeline, we agreed the following key objectives:

- Create a PR strategy which would generate awareness of the new Fresh Cuts collection through earned coverage and reach in relevant publications that appeal to the target demographic - minimum 20 pieces with overall reach of 15 million and inclusion of AW22 collection imagery in minimum 60% of coverage.
- Build awareness of the brand, raise the profile of the founders, and specifically, the Fresh Cuts sustainable ethos through a minimum of three interview opportunities in national media carrying key sustainability messaging.
- Drive customers to the store and to the website with a view to increasing average weekly sales by 3% between mid- November and end December.
- Achieve key coverage in Christmas gift guides and lust lists – minimum 5 pieces with reach of 500K.
- Generate consumer interest in Fresh Cuts and particularly the new AW22 collection through relevant media and influencer gifting, landing minimum 250k reach and contributing to Instagram follower growth of minimum 200.

Programme Planning and Strategy

The tight timeframe and modest budget for this campaign were key considerations in developing our approach. Our PR strategy encompassed a multi-faceted approach comprising gifting, Christmas gift guide focus, and ongoing media liaison to promote Fresh Cuts. By utilising our media relationships, we would garner earned media coverage in the lifestyle space, effectively position Fresh Cuts as a visionary brand, and seek out quality profiling opportunities in key publications for the brand owners, further cementing their status as innovative leaders in the Irish fashion industry. As a starting point we developed the key messages we wanted to land throughout the campaign, including the new knitwear launch for AW22, the brand being an independent, family-run business, the collection being designed in-house and printed in Dublin as well as the brand's approach to sustainability, showcasing the benefits of sustainable thinking in the fashion industry and to safeguard the planet.

Media Relations

We developed a consumer press release and actively engaged with lifestyle and fashion media to land Fresh Cuts in some of the most sought-after 'hotlists' in Irish publications. The release provided a detailed overview of the collection and its ethical production, highlighting the reasons why Fresh Cuts stands out in the Irish fashion community – namely the label's commitment to sustainability, and its practices addressing over-production, waste reduction and safe working conditions such as the use of 100% GOTS-certified Organic Cotton and deadstock fabrics. The release also included detailed background information on the brand founders, sharing their story and commitment, with quotes included. We compiled a targeted release aimed at Christmas gift guides, highlighting Fresh Cuts as a point of difference for the festive season and positioning the AW22 collection as the ultimate conscious and sustainable gift For Him, For Her, and For Kid, taking advantage of the Irish appetite for buying Irish and shopping local, a dominant theme in recent years.

In 2022, rather than offering a special discount over the Black Friday weekend, Fresh Cuts launched its 'Give Back Friday' campaign. To highlight the initiative and generate further brand awareness we issued a media notice. For every order received from Friday 25th to Monday 28th November, Fresh Cuts pledged to donate a three-course hot dinner to the Capuchin Day Centre, a long-established charity providing hot meals, food parcels, clothing, and day-care facilities for homeless people and those in need. The proactive outreach secured coverage in the Irish Examiner print and online, whilst Fresh Cuts was able to donate a substantial number of meals in total to the Capuchin Day Centre.

Profile Opportunities

As an independent family business founded by a husband-and-wife duo, Fresh Cuts presented an opportunity for Harris PR to pitch their inspiring story, sharing their brand origin and ethos. The brand's design-led approach and engaging entrepreneurial founders would resonate with feature writers across fashion and lifestyle publications. Despite the tight timeframe, we secured multiple high-profile interviews that showcased the couple's entrepreneurial spirit and dedication to their craft. Highlights included an interview in Irish Country Magazine, Irish Daily Star Chic Magazine, and the Irish Mail on Sunday, the latter featuring a double-page spread, as well as dedicated online articles featuring interviews on *IMAGE.ie* and *Evoke.ie*

Media & Influencer Gifting Strategy

From the outset it was clear that media and influencer gifting would play a pivotal role in our success. The primary objective was to encourage talkability about the brand by getting the product into the hands of those who could influence others to purchase, sharing visuals of the brand to help build brand awareness, and speaking directly to the brand's target audience via a carefully selected panel of opinion leaders. With a modest budget and tight timeline, we knew we needed to ensure the gifting process would have a quick turnaround and achieve quality engagement without the need to create what can often be a costly media pack. We recommended coordinating media and influencer appointments with Lorna and Steven who could authentically share their story, thus allowing key media to meet the founders in their Castle Market store in Dublin 2, learn more about the brand, discover the range and select a piece from the collection to keep. By adopting this approach, we had the opportunity to generate strong relationships between the brand and its targets, engage the media, and give them a reason to write. We curated a list of influencers and media within the target demographic who aligned with the brand's values, and who had similar followers. We invited them to visit the store by appointment to choose an item from the AW22 collection, and for those who could not make it, we invited them to select a piece from FreshCutsClothing.com that we gifted, ensuring our targets would generate organic coverage.

Harris PR maximised short-lead coverage, targeting relevant publications, gift guides, pitching profile opportunities, and creating a gifting initiative to increase customer engagement and build awareness. By leveraging our strong connections with both target media and key opinion leaders in the fashion space, Harris PR successfully converted organic coverage with no third-party costs incurred. Fresh Cuts achieved a sustained presence in the media in the lead up to Christmas, driving engagement with its target audience and delivering tangible business results.

Measurement

The success of our Fresh Cuts consumer campaign hit all objectives and can be summarised by the following results achieved:

Social Media Increase

The total organic social media reach from gifting was 417,000. The social media activity helped the Fresh Cuts Instagram account see an increase of approximately 500 in social media followers, an increase of 250% compared to the KPI set of 200.

Press Office

We achieved 36 pieces of earned media coverage, including 15 print, 11 online, and 10 social mentions over an 8-week period, far exceeding the KPI of 20 pieces of media coverage. The total potential reach resulting from this earned coverage was 43 million (combined media and social coverage).

Our profiling campaign saw a total of 6 interviews with the founders appearing in publications such as Irish Country Magazine, Irish Mail on Sunday, Irish Daily Mail, Irish Daily Star Chic magazine, *IMAGE.ie*, and *Evoke.ie* featuring key messaging. The coverage also saw the inclusion of one or more images from the AW22 collection appearing in 77% of coverage.

Our outreach for Christmas gift guide coverage saw Fresh Cuts mentioned in 7 gift guide pieces potentially reaching 707,210 people, including gift guides in the Irish Times Magazine, Sunday World Magazine and the Irish Times round up of 100 Irish businesses to support in the run up to Christmas 2022. Anecdotally, the store noted that many in-store customers mentioned the feature in The Irish Times.

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