

# COPY WRITER

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## **Explanation of the ZOUXOU Print Campaign**

### **Why a Print Campaign?**

This past year the brand ZOUXOU was featured in, Vogue, InStyle, and The Strategist in efforts to bring awareness to a black-owned business. While the brand was given a spotlight this year a print campaign for Spring 2021 will keep the brand relevant to readers of these magazines while setting them apart from other slow fashion brands. As a sustainable fashion company that has a large online presence, they can benefit from a print campaign and reach a new audience.

ZOUXOU is a brand that designs well-crafted made to order shoes in Buenos Aires, Argentina. They are what's called a slow fashion company, they produce small quantities of styles in efforts to create zero waste. Based on a fourteen-question survey we found that older Millennials are the brand's target audience. Consumers in this audience have an income of \$60,000 and up, they purchase shoes 2 times a year and they value quality over price. They shop for shoes at boutique stores and care if a brand has ethical values. Millennials are consumers that spend lots, together with Gen Z, they represent around \$350 billion in spending's in the United States, with millennials spending \$200 billion (Amed et al., 2019). Marketing professional Dave Pilcher explains that millennials prefer print media and find print advertising is more memorable amongst

this audience. In a study that Pilcher writes about he further explains that print media can be physically touched, and when this happens it enters one's spatial memory and expedites more thought about it.

Currently, the fashion industry is still going strong with print ads. Research shows that fashion brands continue to advertise in print to stand out (Computerconsulting101.com, 2019). With the popularity of social media sites, most retailers are only focusing on digital media. But when it comes to fashion advertising there is a downside to digital media advertisements. Research suggests that digital ads are easily dismissed and are viewed while people are often multitasking (Computerconsulting101.com, 2019). In a study by Pennsylvania State University, researchers found that print ads make more of an impact on readers than digital ads (Miksen, 2017). Also, there is an audience out there who prefers to read an actual magazine over reading a digital magazine, past research shows that 78% of consumers prefer print over an electronic device (Gundlach, 2020). Vogue magazine demographics state they reach 7.6 million Millennials and 11.1 million monthly readers (Condennaste.com, 2020). While Instyle magazine's majority of print readers are between the ages of 35 and 54 which is partly older Millennials (Instyle.com, 2020). This data tells us that many Millennials still follow and purchase print media.

Lastly, let's not forget the beauty of a print fashion ad, it goes beyond advertising, it can inspire and last forever. Another advantage of print is it gives a company credibility, a survey showed that 71% of consumers trust print ads over tv and online advertisements (BusinessTown.com, 2020). ZOUXOU can use print media to these advantages and set themselves apart from other brands. Since they already have their

foot in the door with some major magazines a print campaign can help add additional exposure and advertise to a luxury target audience. After gaining recognition this year for their sustainability, flawless designs, and made-to-order footwear it only makes sense to extend their advertising to print media.

### **When to advertise in Print**

The new year is right around the corner and a spring campaign is a great time to promote ZOUXOU's spring line. Research shows that businesses jump on the theme of spring since consumers are likely to spend 16.4 billion during this season (E., 2019). Experts in the fashion industry predict spring sales to increase in 2021 due to the pandemic explaining that people will be seeking escapism in their purchases (Stewart, 2020).

### **Timeline of dates and content explained**

The print ad will run in March and April in a major fashion magazine. The copy created for this print campaign is simple and speaks to the values that ZOUXOU offers. The brand's mission statement is "Ethically made shoes for women who dress for themselves" (Zouxou.com, 2020). The heart and soul of the company speaks to millennial women who dress for themselves and care about sustainability. A practical shopper in ZOUXOU's world seeks a stylish shoe made of high-quality sustainable materials that can be worn over a long period. ZOUXOU's values are rooted in longevity and design, with that in mind they are the opposite of fast fashion and are not fans of shallow trends. The copy created for the print ad speaks to the woman who is unique and doesn't follow trends.

Copy Writer Role ZOUXOU

**Copy for Print Ad:**

ZOUXOU

“Be you with ZOUXOU”

Below is a mock-up of what this could look like:



*\*Image from Zouxou.com with my copy*

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