**Capstone Project I**

Group 10

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**Executive Summary**

Our campaign, named “2 Sets of Rule” will be started on 12 December, 2022 and it is expected to end on 24 January, 2023.

Through the use of social media platforms like YouTube, Instagram, and Facebook, our major objective is to dispel myths about fur clothing, educate people about its sustainability, and reintroduce fur fashion to Gen-Z and Gen-Y.

**Introduction**

Establishment: Our company was created in 1979 to organize the fur trade's operations and foster its growth. With more than 150 members today, it is a dynamic association that covers the great majority of Hong Kong's industry. We plan a series of events each year to promote the fur business in Hong Kong and abroad. The Hong Kong fur business has flourished with flying colors thanks to its own inventive flexibility and ingenuity as well as the full support of the Hong Kong Trade Development Council in various events.

About our company: Our ambition is to consolidate Hong Kong's position as the world's premier fur center and exporter of fine fur fashion.

Our Mission & Vision: Our mission is uniting the Hong Kong fur industry, promoting fur as a natural resource that can be decomposed and regenerated cyclically and strengthening Hong Kong's leadership as a major global fur manufacturing center and exporter.

Meaning behind 2 Sets of Rule : Illustrating how the world treats fur fashion with double standards. One rule for fur, and one rule for other animal products.

**Target Audience**

 Our target audience are Gen-Z to Gen-Y especially high spending power groups. According to a recent survey, Generation Z is more concerned with ethical purchasing practices than with brand names. It is obvious that social media has already controlled the fate of goods, reputation or even one’s living style or living standard. Therefore, as a group of Gen-Z and Gen-Y, First-generation "digital natives"are encouraging other age groups to engage in a more environmentally friendly manner. Consumers' lack of interest or lack of knowledge are the main barriers preventing them from adopting a more eco-friendly lifestyle. Therefore, we can conclude that mastering the network traffic strategies are essential for rebranding. And Gen-Z is synonymous with the virtual world of the network, therefore to readjust the image and gain attention again is necessary to break into the Gen-Z market.

**Social Media Strategy**

We intend to publicize our runway show through social media platforms in order to draw greater attention to the people and we have selected Instagram as our main platform.

1. Open Ended Questions

At first, we will ask open-ended questions on Instagram. We hope that everyone will be able to express their views on wearing fur before we provide the correct information on fur in order to start a discussion and find out what people's initial ideas were regarding wearing fur clothing.

1. Event Poster

In order to let people know the fundamental information and grab their attention of the event, namely the venue, date, and time, we will put our promotion poster for it on the first day. The poster depicts a hand clutching a fox, and it is our intention to spread the message that wearing fur clothing doesn't actually harm animals.

1. Interview Video

Following the aforementioned Instagram story, we decided to post it because we assumed that some individuals could have prejudices towards wearing fur clothing. We will thus use Eric Lau's interview video to inform people of the facts and the process by which the fur industry creates fur clothing.

1. Event Ticket

Then, at the same moment we will post our event tickets on Instagram, we will reveal the identity of our theme. Additionally, the two-day entry ticket has a unique design. However, the text is presenting our topic and the runway event's message.

1. Theme Release

We will also publish another poster and video to announce the release of our theme. And to help clarify our idea, we try to utilize the caption Rules set rumors and rumors set rules.

Two guidelines are similar to people's points of view. People will not condemn or feel negatively against those who wear overcoats made of fur, but they will feel negatively toward those who wear sheepskin leather.

**Off-line Promotion**

We adopt the approach that is typical in Taiwan or Korea drink shops as a model for the offline marketing. To increase awareness of our runway, we'll set up our event poster to be everywhere the younger generation frequents.

**KPI (Key Performance Indicator)**

We hope to use KPIs to track our progress toward a certain goal and gauge the effectiveness and impact of our social media platform efforts. By examining and comparing our Facebook and Instagram. So, here are the goals that we have ser

* Specific: In order to increase brand awareness of Gen-Z and Gen-Y or other possible audiences, we will post new content about fur clothing and the advertisement of the runway show twice a week. Also, engage the followers on instagram everyday.
* Measurable: Every week, we will review the analytics for our Instagram and Facebook accounts to make sure that they have gained at least 10 new followers daily and that their reach and engagement have increased by 15%.
* Attainable: More content will be produced by keeping posting limited-time updates and posts to Instagram and Facebook on a weekly basis. Also, we will post at least one temporary IG update each day to gain attention to engage potential clients whenever possible.
* Relevant: Raise the awareness through high engagement and responsiveness to social conversations
* Time-bound: From the start of the campaign to its end, we will enhance website traffic, guaranteeing a 10% rise each month.

**Actual Event**

**The Immersive Show**

1. Selection of Venue

 In order to make more people aware and pay attention to this project, we decided that the performance venue will be held in The Space, 2/F, D2 Place Two.

Benefits:

1. This is a popular spot for leisure between Gen-Z and Gen-Y. By holding a publicly open runway show in a place where many our target group gather can certainly create high exposure and attention from them.
2. In D2 Place, people not only can eat and shop there, there are sports centre, play centre and bunch of weekly market and exhibition there. which indirectly make the runway show become more flexible and more entertaining. It can create a fresh experience in order to cater our target audience’s taste.
3. And in fact, they have experienced in handling and holding different fashion events and runway show before.

The main objective is to be able to show fur fashion runway to all our target audiences in a friendly way to increase curiosity, and perhaps to boost the entertainment and draw attention of our target audiences through holding in D2 Place.

1. Content in the show
* 2 Parts : Runway & Acting
1. In the show, we will combine runway and acting to produce an atypical runway. It will be built in a more gloomy, heavy and horrifying atmosphere. The immersive experiences aim to let the audience have a deep and strong feeling of experiencing how the TWO SETS OF RULES and double standards of people affect the fur industry. And the audience can treat fur products equally.
2. The runway will not be carried out on a proper stage. All the set up will be designed as in a garment factory. There will be actors playing drama on the side and models walk in the middle in the show. Audience can directly see the whole piece at a close range.
3. Before getting in the showroom, audiences have to choose a product to get in. And we will provide fur coats, padded coats , cowhide leather jackets, sheepskin overcoats, horse leather bags.
4. The content of the acting team will show a concept of people accusing the cruelty of traditional fur fashion while the masses doing things with the same concept, such as carrying handbags with animal skins while keeping againsting fur fashion. Audiences and models who wear fur products will be accused by the acting team. But in contrast, people with other animal skin products on will not be scolded.
5. The main concept is to bring out that there are many products or activities with the same concept that are still touted, so it aims to bring out how people are treating fur fashion with double standards.
6. Models remain confident on the show. The fur group has to guess why they would be scolded. After the right answer pops out (that they are scolded because of wearing fur products) then the audience can leave the game-like show. We would not give any correct answer and leave this open-minded question to them. The main concept here is to send out a message that people should not be scared of buying or wearing fur products. And should treat fur products equally with other animal products. We provide a thought-provoking time for the audience about fur fashion at the end.
7. The other part of the show is to explain some misunderstanding. Like The degree of harm that can create to animals is not as serious as the rumors say. Audiences will watch an educational video about fur production before officially starting the immersive performance to let them absorb some basic information before the show, so as to improve the experience of the immersive performances.
8. To conclude, the show will clarify the misunderstanding, bring out the truth of fur fashion, encourage people to pursue fur fashion without double standard, and relocate the position of fur fashion in the mind of the public, so the image of fur fashion would be rebranded.

**Equipment list**

Youtube(港實測)

| CameraSONY(A74) | Sigma 24-70mm F2.8 DG DN Art | Tripod | Microphone |
| --- | --- | --- | --- |
| MC\*2 | Questions\*10 |  |  |

Runway Content (Lee Tung Street)

| IG advertising | IG KOL Video | Venue | Sound |
| --- | --- | --- | --- |
| Styling | Music production | Collection | Production |
| Production Team | Models | Lighting | Director |

**Schedule**

| Date | Details |
| --- | --- |
| 12/12/2022-19/12/2022 | Selection of the production, lighting, and styling crew members as well as casting for the actors, models, and director |
| 15/12/2022-19/12/2022 | Discuss and plan the event's schedule, the venue layout, the specifics of the collaboration, and the positioning of clothing samples |
|  | Street interviews filming with Test Hong Kong (港實測) |
| 16/12/2022 | Test Hong Kong (港實測) post the street interviews on instagram and YouTube  |
| 16/12/2022 -22/1/2023 | Send media invitations and formally announce the campaign |
| 16/1/2023 | Runway show 1st rehearsal |
| 17/1/2023 | Hold activity review meetings and other revision and adjustment-related actions |
| 21/1/2023 | Runway show 2nd rehearsal |
| 23/1/2023 | Runway show day |