

INTEGRATED MARKETING CAMPAIGN

Loop  
APPAREL

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MEET THE TEAM

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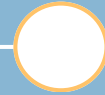
# AGENDA



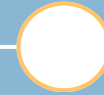
RESEARCH  
FINDINGS



INSIGHTS



STRATEGY



CAMPAIGN IDEAS +  
CREATIVE  
RECOMMENDATIONS

# YOUR BRIEF TO US:

**Key Messaging Idea**  
**“A Kinder Way to Clothe Your Kids”**

**Mission**  
(What we do)

Design kids apparel that's kind to kids, parents and planet.

**Vision**  
(Why we do it)

A world that's in a better state than when we found it.

**Positioning**  
(Space we want to occupy)

Kind kids apparel.

# YOUR BRIEF TO US:

## The Ask

1. Develop a creative idea and consumer-facing tagline based on the message of “A kinder way to clothe your kids.”
2. Tactics (with a focus on Instagram as the main media channel) that are interesting enough to generate earned media.
3. Design a system to be used for things like
  - a. Social media content (IG feed and stories)
  - b. Business card handouts
  - c. Print ads

I

TARGET AUDIENCE:

## ECO-CONSCIOUS PARENTS

1. **Prioritize quality over bargain deals and fast fashion.**
2. **Value sustainability and recognize that adopting an eco-friendly lifestyle comes at a higher cost.**

# WHAT OUR COMPETITORS ARE SAYING ABOUT SUSTAINABILITY:



# SURVEY FINDINGS

1

## INSIGHTS:

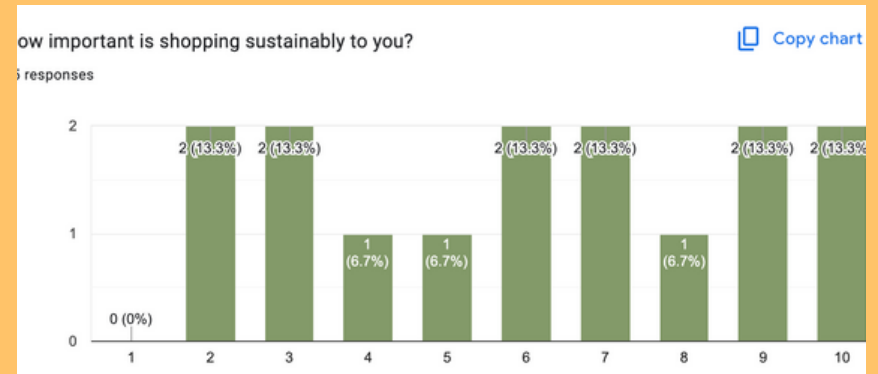
- Cost Is the Biggest Barrier
- Limited Availability / Awareness
- Competing Priorities



2

## INSIGHTS:

- Diverse Levels of Concern
- Need for Awareness
- Potential for Persuasion







## THE PROBLEM

The challenge isn't just making parents aware of sustainable clothing—it's changing how they perceive its impact on their child's future

**Right now, many parents think:**

Sustainable clothing = Inconvenient

Fast fashion = Normal, affordable, harmless

Their purchases = Too small to impact the future

# COMMUNICATION OBSTACLES

1

TOO BORING  
AND TECHNICAL

2

GUILT TRIPPING

3

VAGUE OR  
UNREALISTIC

# OUR COMMUNICATIONS OBJECTIVE

SHIFT THE MINDSET OF PARENTS:

1



2

## FROM:

- “Sustainable fashion is inconvenient.”
- “Fast fashion makes the most sense since my kids are constantly out-growing their clothes.”

## TO:

- “Small choices made now will impact my child’s future”
- “I wouldn’t give my child toxic food—so why would I give them toxic clothes?”



IIII

## INSIGHT

Parents care the most about their children's future, so we need to show them what's at stake due to their current purchasing habits.



CALL THEM OUT

# THE OPPORTUNITY

"Parents do everything they can to ensure a good future for their kids. Why not when it comes to clothes?"

- Loop Apparel will stand out by shifting the focus from just "saving the planet" to saving their kid's future.
- It's not about you—it's about your child's future. Every purchase decision you make today affects their world tomorrow.
- You care about them, care about where you get their clothes
- You Buy. They Pay the Price.

# BRAND POSITIONING

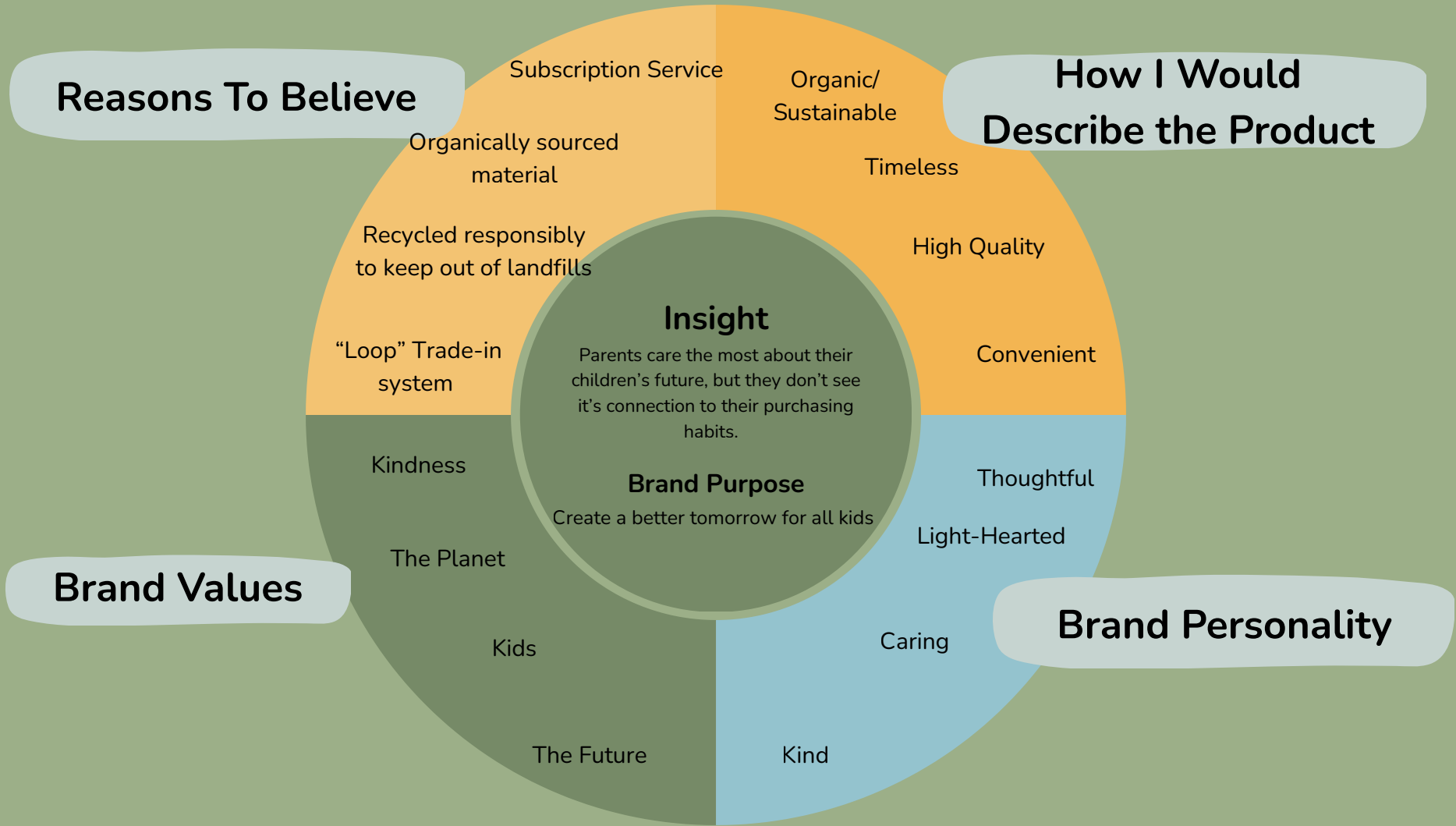
1



2

Currently, parents hear the same messages from competitors- no real personal motivation

By choosing to be in the Loop, you are positively impacting your children's future





# STRATEGY

Make the connection for parents that their behavior today  
affects their child's tomorrow/future

# CAMPAIGN RECOMMENDATIONS

1

“The Future  
Speaks”

2

“Life of a Loop  
Tee”

3

“See the  
Vision?”

# CAMPAIGN RECOMMENDATIONS

	<b>Barrier</b>	<b>Comms Task</b>	<b>Channel</b>
<b>Living</b>	Parents are shopping for clothes online/ scrolling on online platforms	Introducing the idea of buying sustainable clothing for their children	Instagram
<b>Looking</b>	Interrupt where parents are looking for children's clothing	Place ads in channels to start conversation and curiosity around Loop	Online retail ad placement
<b>Buying</b>	Parents make habitual purchases we need to interrupt their auto purchasing.	Show an ad right before parents make a purchase on other websites	Online retail ad placement
<b>Retention</b>	Once people get in the loop, what do we say to them	Introducing new colorways and products	Owned Social Channels

CAMPAIGN 1

# “THE FUTURE SPEAKS”



## CONCEPT:

Kids ask the big questions adults avoid. Dressed in Loop Apparel, child interviewers use tiny mics outside fast fashion stores to highlight the disconnect between adult buying habits and the world their kids will inherit.

## TOPE:

Playful. Honest. Thought-provoking.

## EXECUTION:

Street-style interviews with kids asking questions like:

- “Where do your clothes go when you throw them away?”
- “Would you rather have trees or trash?”
- “Do you want a clean Earth or a stinky one?”

Kids in Loop Apparel emphasize conscious fashion choices

Reels + posts = shareable, scroll-stopping content

INTEGRATED MARKETING CAMPAIGN



CAMPAIGN 1

# “THE FUTURE SPEAKS”

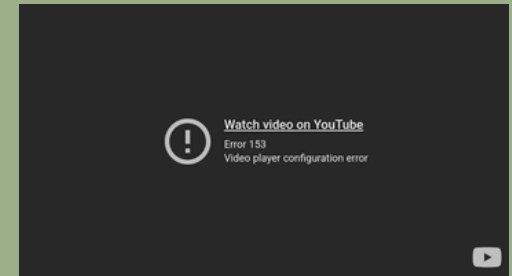


## INSTAGRAM CAPTIONS:

- Mini mics. Big questions. 🧥❤️
- Sustainably made. Seriously curious.
- Our little interviewers are on a mission—and dressed for it sustainably.
- They ask. You answer. We all do better. 🌱🧒🧒

## WHY IT WORKS:

- Child POV: Shifts focus from guilt-driven adult messaging to future-focused accountability
- Emotion + Humor: Light tone delivers serious truths in a memorable way
- Truthful "Call-Outs": Kids naturally question contradictions without shame
- Real Stakes: Connects fashion waste to lost play, polluted oceans, and endangered wildlife





CAMPAIGN 2

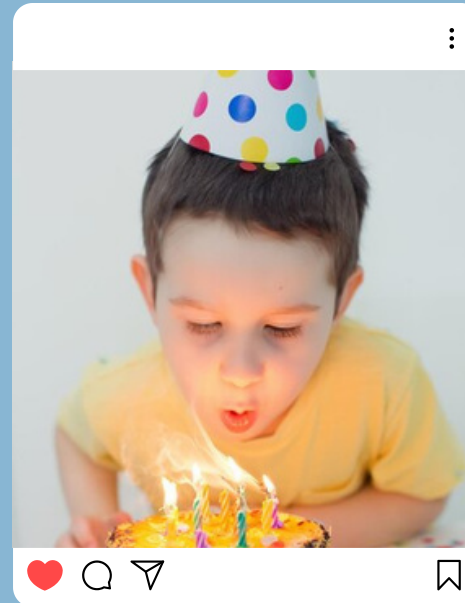
# “LIFE OF A SHIRT”

SPECIAL DAYS



“Different kid. Same courage.  
Same shirt.”

“This Loop shirt is repeating  
the 1<sup>st</sup> grade!”



“His fifth birthday but the  
shirts second!”



“Worn with love. Passed with  
care. Made to share.”

CAMPAIGN 2

# “LIFE OF A SHIRT”

SIDE BY SIDE



First Day of Kindergarten

100k views

View all 1065 comments  
1 DAYS AGO

A white smartphone mockup displaying a social media post. The post features a photo of a young girl with blonde hair and a white headband, wearing a light blue t-shirt. The text "First Day of Kindergarten" is overlaid at the top. Below the photo are icons for a heart, a comment bubble, and a share arrow, followed by a bookmark icon. The text "100k views" and "View all 1065 comments 1 DAYS AGO" is at the bottom.

First Day of Kindergarten

100k views

View all 1065 comments  
1 DAYS AGO

A white smartphone mockup displaying a social media post. The post features a photo of a young boy with dark hair, wearing a light blue t-shirt. The text "First Day of Kindergarten" is overlaid at the top. Below the photo are icons for a heart, a comment bubble, and a share arrow, followed by a bookmark icon. The text "100k views" and "View all 1065 comments 1 DAYS AGO" is at the bottom.

First Day of Kindergarten

100k views

View all 1065 comments  
1 DAYS AGO

A white smartphone mockup displaying a social media post. The post features a photo of a young girl with long brown hair, wearing a light blue t-shirt and a black backpack. The text "First Day of Kindergarten" is overlaid at the top. Below the photo are icons for a heart, a comment bubble, and a share arrow, followed by a bookmark icon. The text "100k views" and "View all 1065 comments 1 DAYS AGO" is at the bottom.

CAMPAIGN 2

# “LIFE OF A SHIRT”

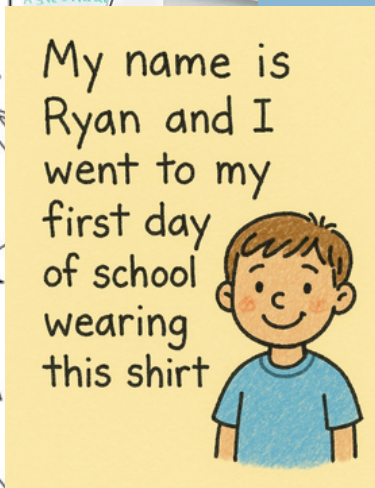
POTENTIAL ADD-ON

## CONCEPT

- When a child recycles a Loop piece, they can send along this personalized sheet.
- The next child who receives the recycled item inherits the story, building an emotional connection and celebrating the item's journey.

## WHY IT WORKS:

- “When you choose Loop, you’re not just donating and hoping for the best. You can literally see the impact — your child’s old shirt lives on with another child, carrying real stories and real memories forward.”
- Builds Loop Community:
  - Connects families through shared experiences.
  - Encourages loyalty through emotional connection.













# CHILD-FUTURE SELF LETTER

Dear Future Me,  
Do you still climb trees?  
I hope there are still trees.  
And flowers. And bees  
(but only the nice ones).  
And candy. Lots of candy.  
If the Earth is broken, you  
can't have candy. Or trees.  
Or frogs.  
So please tell grown-ups  
to stop being so messy with  
the planet.  
Loop clothes help, I think.  
They're made of magic or  
something.






Love,  
Ava  



Mothers Day



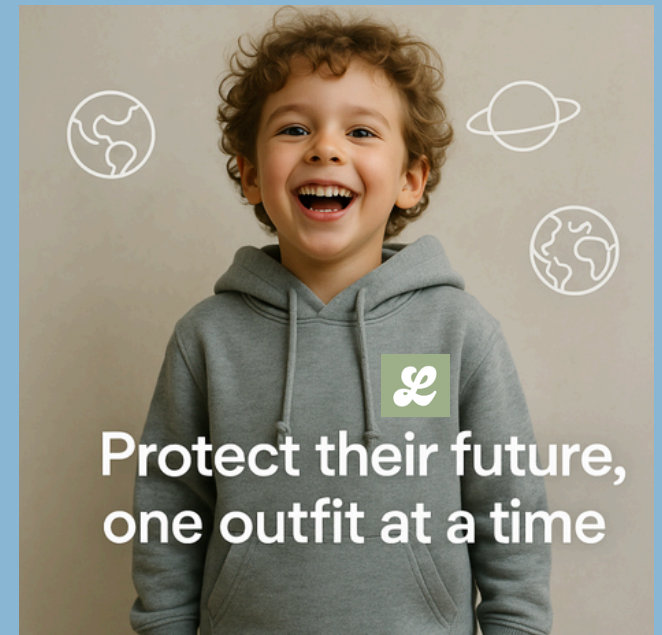
Dear Future Me,  
Hi. I hope you still like space  
stuff and Legos.  
I hope you have a dog. And that  
the air smells good and not like  
farts. Sometimes the air smells  
like farts when we drive by trash.  
Ew.  
I think we should keep the Earth clean.  
Because it's where we live.  
And because Mom says we don't get  
a second Earth like we do with video  
games.  
I like my Loop hoodie 'cause it's soft  
and doesn't have the scratchy tag.  
Please don't throw it away. Give it to  
someone else when I get too big and  
strong for it.

Okay bye, Jack     

Fathers Day



# “TWO FUTURES”





# "THE SIDE-BY-SIDE EXPERIMENT"



## Concept:

Kids are asked to describe the future they want. Then shown environmental damage and asked what they think.

## End Scene:

Parents watching the footage, visibly moved.

## Final Message:

“Your choices shape their future. #SeeTheVision and Join The Loop. ”



## OUT-OF-HOME ADVERTISEMENTS



### STATIC/PRINT: “ARE YOU IN THE LOOP?”

#### → CREATE FOMO

- Partner with a local elementary school to create an art contest for kids
- Have them draw nature + animals to have as the background of the ad



### BILLBOARD AD:

- Shock passerby drivers on the highway and push them to ‘See the Vision’ and ‘Join the Loop’

## January

- **Story of a shirt**  
(New Year, Same Shirt)

## February

- **Story of a shirt**
  - Valentines Day

## March

- **See the vision**
- **First day of Spring**

## April

- Earth Day
- Farmers market pop-up
- **See the vision**

## May

- **See the vision**
  - Mother's Day
- Farmers market pop-up

## June

- **See the vision**
  - Father's Day
  - World Environment Day
  - National Children's Day

## July

- **Story of a shirt**  
(Back to school)
- Farmers market pop-up
- National Parents' Day

## August

- **Story of a shirt** (Back to school)
- Farmers market pop-up

## September

- **Story of a shirt** (Back to school)
- Farmers market pop-up

## October

- **The Future Speaks** (halloween)
- **Life of a Shirt** (Halloween)
- Farmers market pop-up

## November

- **The Future Speaks** (Thanksgiving)

## December

- **The Future Speaks** (Christmas)

MEDIA OUT REACH/PR

Sustainability<sup>o</sup>  
MAGAZINE

ELUXE  
MAGAZINE

the good trade

the sustainable fashion forum

MISSION<sup>®</sup>  
FOR FASHION  
FOR BEAUTY  
FOR GOOD

Boulder  
MOUNTAIN LIVING IN COLORADO  
Magazine



# PR EVENTS

## Get Ready to Be Called Out (Nicely) by Kids at Loop's Farmers Market Booth

Shop planet-friendly kidswear, hear real questions from tiny truth-tellers, and help shape a future your kids will thank you for

**BOULDER, April 21, 2025** — This Sunday, Loop Apparel is popping up at the [Name] Farmers Market with **Little Voices, Big Futures** — a kid-powered experience designed to spark conversations, creativity, and more conscious shopping. From hilarious mic-drop questions to future-themed coloring stations, this booth is more than just another vendor — it's a moment for families to see (and shop for) a better future together.

Get ready, parents! Our smallest citizens have big thoughts — and they're not afraid to ask the tough stuff. The **"Kids Call It Out"** mic booth invites young interviewers to ask adults passing by things like: *"Why do you buy more clothes if your closet's already full?"* and *"Do you want your clothes to help or hurt the Earth?"* It's all part of Loop's bold new campaign **#DoYouSeeTheVision**, which challenges families to rethink fashion through their children's eyes.

Loop's Farmers Market booth will also feature the **"What Will Your Future Look Like?"** coloring station, where kids can illustrate their dream future — from plastic-free oceans to clean playgrounds — while their grown-ups browse Loop's adorable, upcycled, and compostable kidswear collection. Every purchase supports circular fashion and a cleaner planet.

**New this year**, visitors can explore the **"Story of a Shirt"** showcase, where select Loop pieces come with their own history. Each featured item includes a tag telling the story of the child who previously wore it — the adventures it's been on, the memories it carries, and how it's ready for its next chapter. It's a living reminder that clothing can have a life well beyond just one child, and that every story stitched into these garments matters.

Parents are also invited to bring their outgrown Loop Apparel pieces to the booth. The event will double as a **drop-off center**, making it easy for families to return their used items and keep the Loop in motion — reducing waste and giving clothes another chance to be loved.

And don't forget to stop by the **Vision Wall Photo Station** to snap a pic with your child's art and enter our giveaway. You might just win some free Loop gear or goodies!

"Our brand is built on the idea that kids grow fast — and their clothes should, too," says Go, co-founder of Loop. "But more than that, we want parents to hear what their kids hope the world will look like, and realize they have the power to help make it real."

Loop Apparel is a sustainability-first kids clothing brand making it easier (and cuter) for families to shop with intention. With compostable materials, circular production, and creative campaigns that center kids' voices, Loop is inspiring the next generation to care about the clothes they wear — and the future they inherit.

**Contact:**

# DISCUSSION

QUESTIONS & FEEDBACK

THANK YOU!

