

Generation Rewear

Category: Entertainment / Talent / B01 Talent: Film, Series & Audio

Entertainment / Audio-visual Branded Content / A06 Non-fiction film: Over 30 minutes

Entertainment / Audio-visual Branded Content / A04 Non-fiction film: 5-30 minutes

Why is this work relevant for Entertainment? (100)

Today's brands need to engage their audience in meaningful ways and use their voice on issues that matter. The fight against climate change is an issue that really matters, and in the year of COP26, it has never felt more relevant.

Our branded documentary on Amazon's streaming platform, provided our audience with real information on the issue of clothes waste and inspiration on ways we can all make positive changes. The film bridged the gap between pure entertainment and traditional advertising, and by providing relevant, meaningful, and timely news was able to engage our audience on an emotive level.

Describe the creative idea (150)

Now that the clothing industry's environmental impact is widely acknowledged, Vanish is committing to helping clothes live longer, and shed light on those working for change.

Rewear brings to life the positive impact we can make by 'shopping our own wardrobes'. It reframes people's perceptions of Vanish by encouraging them to better express themselves through the clothes they already own – elevating the brand from functional laundry additive to an enabler of both personal style and smarter choices.

Alongside creating a role for existing Vanish products in every wash, it has inspired the development of new products including Vanish Miracle, devised to restore and revitalise garments that are past their best. Furthermore, through Vanish co-commissioning a research paper with the Institute of Positive Fashion, alongside brands like Nike and ASOS, it has opened doors for purpose-led initiatives that educate and empower people to take action against clothes waste themselves.

Describe the strategy (150)

The campaign strategy was to drive reappraisal amongst existing buyers who still thought of Vanish as a stain remover and to find common ground with a group of younger buyers beyond the core audience – safeguarding future revenue.

Both these audiences stood to gain from re-wearing clothes they already own and love. Yet research showed that much of their wardrobe is discarded or ignored after only a few wears.. Influenced by three decades of fast-fashion culture, people have instead been conditioned to

treat once treasured garments as disposable items. This understanding was the foundation of a powerful new positioning for the brand, giving Vanish a role that went further than just laundry. Vanish is now on hand to not only remove stains, but to keep clothes looking their best so they can be worn again and again – all of which gives us a clear role in tackling unnecessary clothing waste.

Describe the execution (150)

Launching *Rewear* and giving the brand a credible role to play in the fight for garment sustainability meant first giving Vanish a new voice. In partnership with the British Fashion Council, we created a three-part documentary, and longer film – *Generation Rewear* – to educate our audience on the impact of their fashion habits.

Launched during London Fashion Week on Amazon, the film champions the designers, entrepreneurs and everyday people at the forefront of sustainable fashion – united by the goal of reducing our impact on the environment to re-think the design, manufacture and care of our clothes.

This captivating film helped connect with our audience in a new way. We cut through the clutter of brand TV ads in the category, by telling the story on a legitimate and authentic entertainment platform.

Describe the outcome (150)

The success of this launch was immediately evident. *Generation Rewear* was the most viewed piece of content during London Fashion Week – recording more visits than even the runway shows. Feeding off this excitement, and with help from influencers recruited through the BFC partnership, the film reached an audience of over 10 million across Instagram and YouTube, with over 80K views. This success was replicated across Amazon properties, where *Generation Rewear* has since reached a further 8 million people and received another 63K views.

These statistics would mean nothing were it not for a corresponding shift in attitudes toward the brand. Amongst viewers of the documentary, associations between Vanish and sustainable garment care increased by 7.7x. This impact was linked in turn to a measured uplift of 230% in purchase intent, demonstrating how *Generation Rewear* was able to help us deliver against both long- and short-term objectives.

Confidential information for the jury

Category: Design / Brand-building / A02 Rebrand / Refresh of an Existing Brand

Background

Vanish has long been the nation's favourite stain remover, found under every kitchen sink in the country. However, as consumer confidence in the power of detergents has grown, the brand's growth stalled, hindered by low purchase frequency and penetration. Vanish needed to evolve.

So it did. With a product reformulation, Vanish became a *multi-action* laundry booster - protecting colour and eliminating odours as well as stains. By keeping clothes fresh and vibrant, this triple benefit meant they could be re-worn for longer.

This evolution unlocked a new direction for the brand - 'Clothes Live Longer'. Helping the clothes we love live for longer was of obvious appeal to consumers, but could also help alleviate growing concerns over the environmental impact of fashion. As a brand benefit it gave Vanish new relevance, meeting our core objective - get Vanish into more wash-loads in more households.

Describe the creative idea (150)

Underpinning Vanish's new brand platform is a simple idea - *Rewear* - that embodies the brand's POV and forms a clear call-to-action. It encourages us to express ourselves through clothes we already own by 'shopping our wardrobes', and it reframes perceptions of Vanish, elevating the brand from a functional laundry additive to an enabler of personal style and smarter choices.

As well as redefining the role of existing Vanish products, *Rewear* has also inspired new ones - like Vanish Miracle, a 'one-shot' laundry additive that revitalises garments that are past their best. It also has value as a strategic business idea - forming the crux of a white paper commissioned for the Institute of Positive Fashion alongside brands like Nike and ASOS. It is opening the door for purpose-led initiatives that educate and empower people in the UK to take action against clothes waste themselves.

Describe the execution (150)

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List the results (150)

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