



PROCESS BOOK

Fayo Adenuga
Professor Reginald Harrison

A D B R 2 5 4 . S E P T E M B E R 2 0 2 1

ASSIGNMENT

For this first campaign of the class, you will create an advertisement that consists only of words. How those words are displayed is your choice. You must introduce 3 executions for how this ad can be launched. You can select an established brand, or build a brand of your own.

CREATIVE BRIEF

ADOLFODOMINGUEZ

Creative Brief

Background Overview

Adolfo Dominguez is an affordable luxury fashion house. It is one of Spain's leading fashion names. They specialize in creating a range of great quality and eco-friendly clothes for a wide range of people. They also pride themselves in reasonable and attractive price points given the impressive quality of their clothes.

Objective of Communication

To convince people to put more thought into the types of clothes they buy and to invest in quality over quantity. As well as finding new ways to wear old clothes.

Target Audience

Millennials + Gen z. Ages 20 - 34. All genders.

Key Insight

Consumers turn to fast fashion brands because they are cheaper, with the trends. They also tend to buy more clothes from fast fashion brands in shorter periods of time, because the clothes don't last very long as a result of the quick mass production and low quality synthetic materials used in production. The clothes change color, tear, stitches unravel and look aged, not in a nice vintage way.

Brand Product

Affordable, high quality, eco-friendly luxury clothes.

Key Message

Investing in timeless pieces that are safer for the environment is worth so much more than having a closet with a large number of clothes that do not outlast trends and are contributing to climate change and unethical production practices.

Tone of Communication

Thought provoking + Casual.

Reasons to Believe

Adolfo Dominguez has invested a lot into producing clothes that last as long as 40 years and have materials that are beneficial to the environment, given the state of climate change today. For example, using materials like linen or alpaca wool (which is sustainable, ethical and humane according to research) in comparison to fast fashion brands that use synthetic fibers like polyester which is a large contributor to climate change and global warming.

Competitors

Kate Spade, Ralph Lauren, Lemaire, The Row.

Desired Response

Consumers having deeper thought on the kind of clothes they invest inspiring intentionality in shopping for quality/quantity.

Media Plan
Print Campaign.

Deliverables

3 print ads: Magazine, Transit Billboard, Storefront billboard/poster.

Timeline

3 Weeks

Mandatories

Logo, #ADOldclothes

PROCESS

ADOLFODOMINGUEZ

OLD CLOTHES

How long does a season last?

Who says that new is best?

That repeating is in bad taste?

What's wrong with old clothes?

There are 30-year-old garments that look new, and others that are from last month and already seem from another era.

If it still works, keep wearing it.

If you like something, wear it again.

If you love something, don't stop wearing it.

Fall so in love with what's in your wardrobe that you never want to let it go.

Think more, need less.

Buy clothes today that you will want to wear tomorrow.

Buy clothes that will last longer than the trends.



THIS
TRENCH IS
30 YEARS
OLD.

BUY CLOTHES
THAT WILL LAST LONGER
THAN THE TRENDS.
BE OLDER.



Our designers challenged themselves to get the same looks we all love, but using less water in the finishing stage. That's why Levi's® developed more than 20 innovative techniques that do just that: use less of our world's precious natural resource.

What might a Water<Less® technique look like? Sometimes we simply use a thimble of water and a bit of ozone instead of detergent. To get a soft feel typically achieved by using fabric softener, we might tumble jeans with bottle caps and golf balls, taking the water out of the wash altogether. The end result remains the same: the jeans you love made by using less water.

Through 2019, 69% of Levi's® bottoms were made Water<Less. But that's not enough. **Water scarcity** is becoming one of the world's greatest challenges. So we invited 20 competitors to our Eureka Innovation Lab and **shared all of our water-saving practices** with them. We open-sourced our **Water<Less® innovation** for others in an effort to learn and improve. Together, we can shift the industry by using less water and making a positive global impact.



HEADLINES

Adolfo Dominguez Old Clothes campaign

1. Buy, Wear, Repeat.
2. Wear more, buy less.
3. You don't look a day over 30!
4. "The older the better" or whatever that quote says
5. I'm kind of into the older ones
6. You haven't aged a day!
7. Old vs New (I'm thinking juxtaposition with typefaces)
8. New and Fast isn't always better
9. Same clothes, Different me
10. On Wednesdays, we wear old clothes.
11. It's never out with the old.
12. Always on Repeat

LEVI's Water<Less campaign

13. More Denim, Less water
14. More water ≠ better quality
15. Same LEVI's, Less Water
16. Did you know your Jeans use up more water than you drink in a day?
17. LESS is MORE
18. WASHING **LESS**, SAVING MORE, WATER**LESS**.
19. Do your Jeans really need more water than you do?
20. Your Jeans > Clean water for 17,000 people

ADOLFODOMINGUEZ

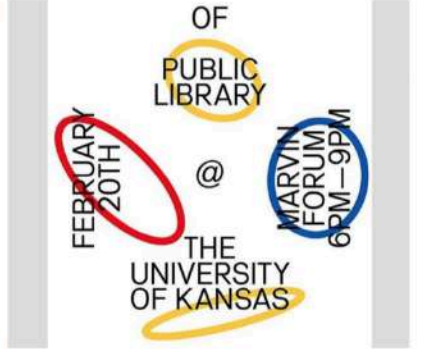
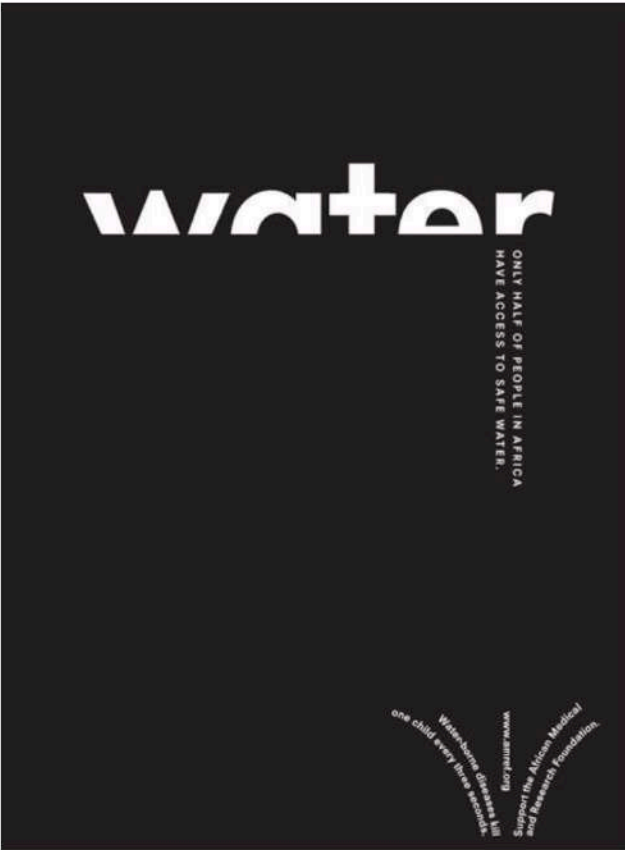
ORIGINAL CAMPAIGN



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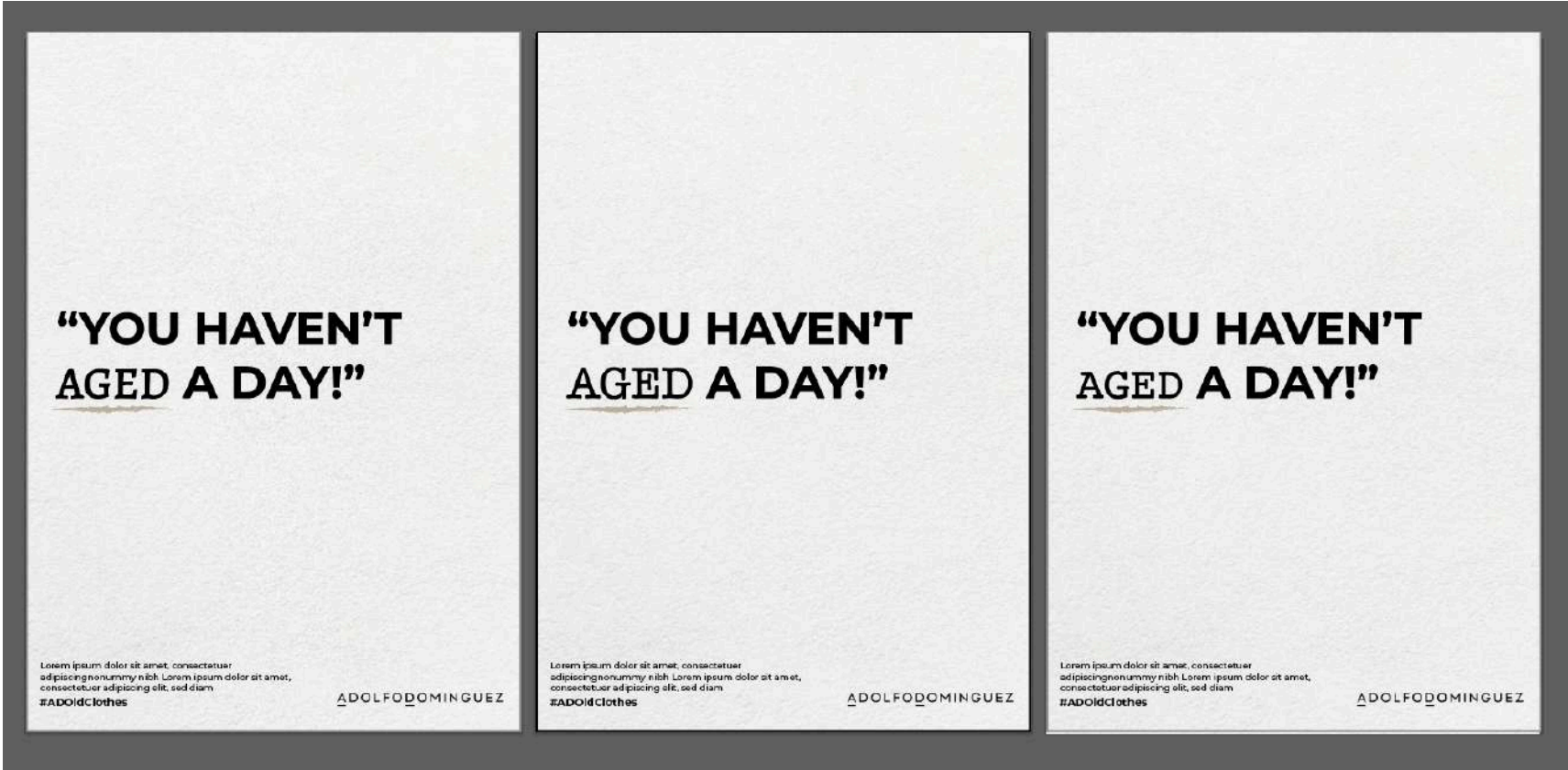
MOODBOARD



WEAR MOREEEE+, BUY LESS
BUY LESS—
LOGO

OLD / NEW

Old / New
LOGO



WEAR MOREEEE
BUY LESS |

Why buy more clothes that die a little each time you wear them and kill the environment when you can invest in timeless pieces that only look better each time you wear them and are environmentally friendly?

#ADOldClothes
ADOLFODOMINGUEZ

WEAR MORE
BUY less

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FINAL

COPY USED

Wear more, buy less.

Why buy more clothes that die a little each time you wear them and kill the environment, when you can invest in timeless pieces that only look better each time you wear them and are environmentally friendly?

WEAR MOREEEEE
BUY LES_ |

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SOURCES

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<https://www.adolfodominguez.com/en-gb/ropa-vieja.html>