

BRITISH FASHION COUNCIL

BFC Changemakers Prize in Collaboration with Swarovski Communications Brief

The British Fashion Council (BFC) strengthens British Fashion in the global economy as a leader in responsible, creative business. It does this through championing diversity, building and inviting the industry to actively participate in a network to accelerate a successful circular fashion economy.

The 2019 Oxford Economics' x BFC 'Value of Fashion' report showed that the UK fashion industry employs 890,000 people. 2.6% of UK headcount employment.

The BFC plans to create a programme that will inform and engage these people in the industry.

The new **BFC Changemakers programme** will sit under the BFC's *Communicate Positive Change* pillar and seeks to engage the industry to play their part. From textiles and manufacturing to merchandising and retail – they are the people who are fundamental to our industry and who can inspire Positive Change from all parts of the industry nationwide.

BFC Reset Strategy: <https://www.britishfashioncouncil.co.uk/uploads/files/1/1.BFC-Strategy-2020.pdf>

As a precursor to launching this programme, the BFC are working with Swarovski to launch a new initiative **BFC Changemakers Prize in collaboration with Swarovski**.

The BFC is looking for an agency to support the launch of this new initiative, the **BFC Changemakers Prize in collaboration with Swarovski**. From January 2021 for 12 months.

BACKGROUND

Swarovski (SWA) and the British Fashion Council (BFC) have partnered for 14 years, Swarovski have supported The Fashion Awards since 2006.

With a new strategy in place, the BFC and SWA are embarking on a new partnership, one that focuses on celebrating individuals. **Championing inclusivity, individuality and innovative thinking.**

The BFC Changemakers Prize in collaboration with Swarovski. The initiative will set out to discover and celebrate individuals from the fashion industry who are going above and beyond, making outstanding contributions and striving for positive change.

This stand-alone initiative will celebrate the spirit of the fashion industry, the national treasures that add exceptional value to our industry. It will champion inclusivity, equality and diversity and ultimately celebrate those making a real difference through their work in the industry.

The Prizes will be awarded for exceptional work delivered under the 3 pillars of the IPF:

- Environment
- People
- Craftsmanship and Community

Those recognised by the *The BFC Changemakers Prize in collaboration with Swarovski*, will be positioned as future trailblazers of the industry.

More information: <https://drive.google.com/file/d/1w-ievri3EOEsBr4wO4WYjJ-9y8EsMRDY/view?usp=sharing>

Communications Objectives

- Position BFC Changemakers as THE largest nationwide BFC prize launched in the last 5 years
- Position the BFC as a key supporter of not only designers but of individuals from the fashion industry who are going above and beyond, making outstanding contributions and striving for positive change
- Engage with individuals from all parts of the fashion industry nationwide
- Build reputation of the fashion industry as one that embraces change and inspire and encourage consumers and broader industry to do the same, emphasising this as a moment to reset.
- Further enhance the BFC's position as leader of change
- Launch a year-round campaign through storytelling and content to build up anticipation and drive excitement to both public and trade audience in the UK
- Through storytelling, highlight the importance and increase the reach of the Institute of Positive Fashion pillars themes
- Further position the BFC and the UK as a centre of creative excellence and supporter of talent

Pitch to be based on a Communications and a Creative Brief (*We are looking for one agency to cover both sides or two agencies to work on each side separately. You can decide which brief you would like to pitch for*)

1. Communications Brief

a. Communications & Media

- Advise the BFC on innovative communications routes and ideas
- Create communications plan in line with the BFC Changemakers strategy to include:
 - Public-facing digital or physical campaigns
 - Media announcements
 - Social media engagement

- Pitch to national media the pre-agreed stories in line with the communications plan and secure extensive media coverage for the project utilising the available assets. Target titles are:
 - National Broadsheets, long leads, and Supplements
 - Regional Media, Radio & Broadcast
 - Digital Outlets
 - Social Media channels of media outlets
- Create and distribute all relevant press materials including press releases, media alerts, press notes, tip sheets etc. with prior approval from the BFC
- Support the BFC in the voting/selection process: chase voting panel to submit their nomination, compile nomination packs for judges to review, support BFC with judges management (if/when required)
- b. Event Management (1x Prize Lunch Event)**
 - Advise the BFC on appropriate event format
 - Manage guest list and arrivals
 - Secure talent to attend the event
 - Manage photography and videography as required
 - Secure post-event coverage (if relevant)

2. Creative Brief

Digital Marketing and Creative Direction

Project Summary

Social media, multimedia content and the websites of both Swarovski and BFC are all key channels in reaching and engaging the widest audience meaningfully with the objectives of BFC Changemakers. As part of the agency pitch, creative identity and content should be taken into account, with a list of full deliverables and existing channels listed below.

Creative Deliverables

- Branding document including logo usage and application across multiple formats
- Look and feel document to guide the webpage design and all assets
- Asset pack for media and partners to amplify
- Social media assets
- Film treatment

Digital Channels

BFC:

BFC Instagram, Reels and IGTV: 512k followers

BFC Twitter: 305k followers

BFC Facebook: 90k followers

YouTube: 29k subscribers

LinkedIn: 73k followers

Pinterest: 50k followers

instituteofpositivefashion.com

britishfashioncouncil.com

Swarovski:

- Instagram, Reels and IGTV: 6.8M
- Twitter: 214.2k
- Facebook: 9M
- YouTube: 59.8k
- LinkedIn: 222.8k

A hashtag is a requirement to be developed, for driving the engagement element of the campaign and tracking purposes.

Audience

The make-up of our existing audience is varied and multidisciplinary. The focus for BFC Changemakers is to engage those that sit at the intersection of consumers and the fashion industry, widening reach to those categorised as 'fashion industry.' Some key groups that the BFC regularly communicate with are:

Designers

Government

Fashion Industry

Media & Press

Retailers & Buyers

Patrons & Partners

Consumers

Agency should have:

- A track record in delivering communication campaigns on a national level
- A track record in working with consumer brands, media and channels to reach a large audience – not only a fashion audience

- Ability to work with the BFC team and its principal partner, as well as other agencies with a collaborative approach
- Agile and flexible in their approach, with the ability to work under pressure and delivering under tight deadlines
- Experience in developing a visual identity from the ground up

3. Fees

This is a project-based fee.

The Project fee is £60K for one agency to work on both the Communications and Creative part.