

Abercrombie x Denim Day
with Peace Over Violence

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We are excited to present to you our campaign titled, “Abercrombie X Denim Day.” where Abercrombie will partner with the national sexual, domestic, and interpersonal violence nonprofit, Peace Over Violence. This campaign will be used to spread awareness and educate others about sexual assault awareness month, particularly the national holiday of Denim Day recognized on the 24th of April. The Denim Day campaign began in 1992 after an Italian court argued that, “because the victim wore very tight jeans, she had to help him remove them, and by removing the jeans it was no longer rape but consensual sex” (Denim Day, 2023). This case was the catalyst for the nationally recognized day called Denim Day and the #MeToo movement. Denim Day asks the public to wear jeans on the 24th of April to make a social statement with their particular fashion choice of denim. Wearing jeans on this anniversary has become a national and global symbol of protest and support against sexual violence and destructive attitudes about sexual assault.

Abercrombie is one of the most well-known denim brands and renowned apparel retailers, “The brand awareness of Abercrombie & Fitch is at 75% in the United States” (Statista, 2023). Therefore, they are the perfect candidate for this collaboration. Abercrombie is committed to representation, leadership, learning, and equity as stated on their DEI section of the website. As a company that is focused on representing those from all backgrounds, this campaign directly aligns with its core values.

For this campaign, Abercrombie will manufacture all buttons of its jeans with the Peace Over Violence logo for the week of the 24th. For every pair of jeans sold, 18% of the profit will be donated to Peace Over Violence to honor the 18-year-old girl involved in the historical Denim Day case. Hopefully, these branded jeans will become a yearly addition to Abercrombie’s brand and will encourage consumers to wear them for future Denim Day occasions.

To leverage this campaign, we have decided to partner with the Olympic gymnast Simone Biles. By utilizing a well-known celebrity in her field, we will be able to reach various audiences nationally and globally. When talking about sexual assault awareness it is important to acknowledge the survivors and educate those who have, or have not experienced it. Simone Biles is a direct tie to this cause and has opened up about her past experiences with SA. We believe that she is the perfect celebrity to be involved in our campaign as she is a trustworthy source and advocate for Denim Day. She is not only known for being one of the best athletes around the world but also a speaker on social injustice and mental health. Known as the athlete who “can do anything,” she is also a human being who can connect with her fans and those online. As a part of the #MeToo movement, and “Enough is Enough,” Simone Biles's values align directly with Peace Over Violence, Denim Day, and Abercrombie.

Looking at Simone Biles’ social media, she has not done any recent campaigns with other brands, specifically clothing brands. She has mainly focused on gymnastics content and her recent engagement on Instagram. As a well-known global athlete, Simone Biles has gained a following of 4.3 million, ranging from young girls to adult women. Rather than choosing an influencer, we wanted to choose a celebrity who would be a trustworthy advocate for our campaign while also promoting a pair of jeans. When it comes to influencers and social media, their entire job is to promote a product, which can sometimes weaken the relationship between the consumer and the brand. By utilizing Simone Biles, we want to create a personal connection to the audiences and our brand by using a well-known face that hasn’t been part of a recent sponsorship. Simone Biles is known for being the athlete to speak about topics other athletes don’t want to. She is a positive force in the world that can partner with Abercrombie to speak

about tough subjects that others don't want to talk about. Simone will create more of an impact by wearing the jeans she likes and advocating for a cause that she supports.

This campaign aims to leverage Abercrombie's audience and reputation to promote a powerful message of prevention, solidarity, awareness, and support in the knowledge of Denim Day and the ongoing fight against sexual assault. The campaign's mission statement is "to inspire a world where every individual lives free from the fear of sexual violence. There is no excuse." We are combining three audiences to encourage awareness and donate funds to the nonprofit Peace Over Violence through Abercrombie's own audience, Peace Over Violence's audience, and Simone Biles's audience who we are using to be the celebrity face of our campaign collaboration. In this campaign, we have five major goals we strive to aim for. The first is to raise awareness. We strive to shed light on what Denim Day is and foster understanding about its impact on survivors and communities. This campaign is targeted to be universal and for everyone; whether it's survivors, friends of survivors, or people who have no knowledge and shop at Abercrombie. Everyone can benefit from awareness on this topic and there is never too much awareness surrounding a topic as critical as this. There are only 20 states that observe this holiday nationwide, therefore there is always more room for improvement and awareness. The second goal we strive to achieve is education. With this, Abercrombie wants to utilize this campaign to provide resources for knowledge that empowers individuals to recognize the signs of sexual violence, support survivors of SA, and actively contribute to contribution efforts such as Peace Over Violence. Our third goal is to promote solidarity and to show that this campaign aims to stand with survivors, advocates, and organizations in the fight against sexual violence, promoting a message of unity, resilience, and empathy. Our fourth goal is to drive change and by partnering with Peace Over Violence, we aim to drive tangible change such as prevention programs, services for survivors, and advocacy programs. Lastly, this campaign aims to start a conversation and thus create a safer future. Our overarching goal as a campaign is to create a world where every person feels safe, heard, respected, and valued.

This campaign aligns with the brand of Abercrombie because they are and have always been involved in DEI efforts. Some recent DEI work they've been involved in partnering with A21- an anti-human trafficking organization, and the Trevor Project and GLSEN which are two organizations that support LGBTQ+ youth. This past notion of DEI and being active in marginalized communities that need bigger advocacy puts Abercrombie as the perfect organization to partner with for this specific cause. This is due to the fact that they have never helped any SA or women empowerment organizations, so this campaign is a new chance for them to dip their toes into philanthropic work in an avenue they've never explored. Abercrombie picks meaningful organizations that align with their core values to partner with, not just for their reputation but for the greater good. Abercrombie's target audience ranges from 18-23-year-olds. This is the age where sexual education and awareness is a necessary topic to talk about and a lot of this age range are college kids, with 26.4% of females and 6.8% of males experiencing rape or sexual assault during their time at college (RAINN, 2023). Therefore Abercrombie is the ideal company to do this partnership because of their long history with DEI and philanthropic efforts and their perfect target audience.

Overall this campaign will start a conversation that needs to be had. It is important to talk about these sensitive subjects in our time today and spread the word about philanthropies such as Peace Over Violence. Denim Day has not been talked about enough and our goal of creating this campaign with a well-known brand such as Abercrombie, will get the conversation going. It is

not only for education and awareness but promoting these separate brands and companies, including Simone Biles.

Name: Isabella Sanchez

Demographics: Age - 35

Race - Hispanic

Gender - Female

Level of Education - Bachelor of Science in Computer Science

Annual Income - \$100,00 per year

Employment Status - Employed as a software engineer for Microsoft

Relationship Status - Married

Religious Affiliation - Non-religious

Political Affiliation - Democrat

Geographic Location - Seattle, WA

Psychographics: Personality - Isabella is an introverted individual who often sticks to socializing with a small group of friends, her husband, and kids. She is often a reserved individual but is efficient and hard-working in her job. She has been working at Microsoft since graduation and is very loyal to the company. She is a down-to-earth individual who often keeps her emotions to herself.

Values - Isabella values working hard and staying loyal to those who believe in her. She believes that a company's mission is to create a healthy working environment for its employees and offer many learning environments such as in-person and hybrid.

Interests/Hobbies - Hiking, traveling, watching movies, spending quality time with her friends and family, cooking.

Keywords/hashtags - #hiking, #nature, #family, #cooking #baking

Media Preferences:

Traditional: Newspapers, Magazines

Digital: Instagram, Twitter (X), Facebook

Rationale: Isabella is a young woman who can resonate with Denim Day and Abercrombie's message. She buys jeans for her children as well as herself and chooses to support Peace of Violence with their dedication towards sexual assault and violence. She wants to be a role model to her young children and chooses to buy from Abercrombie to show her support.

Name: Harper Johnson

Demographics: Age - 22

Race - Caucasian

Gender - Female

Level of Education - College Graduate

Annual Income - \$52,000

Employment Status - Employed as a social media manager for a Chicago boutique

Relationship Status - Single

Religious Affiliation - Agnostic

Political Affiliation - Democrat

Geographic Location - Chicago, Illinois

Psychographics: Personality - Harper is an extremely extroverted individual who is often described as a “social butterfly” by those around her. She tends to be more positive and bubbly, and she strives to be honest, conscientiousness, humble, open, and widely agreeable. She is also quite protective of her best friends and would do anything for them.

Values - Harper values loyalty, compassion, empathy, and giving back to those who are less fortunate. She believes that companies have a distinct calling to perform corporate social responsibility and that those who are in a position to give back absolutely should.

Interests/Hobbies - Fashion design, making her own clothing, walking her dog, and listening to music.

Keywords/hashtags - #fashion, #fashiondesign, #clothes, #givingback, #charity, #nonprofit

Media Preferences - Traditional: TIME Magazine, CNN

Social: TikTok, Instagram, Twitter, Pinterest

Rationale:

Harper’s focus on fashion and design make her a perfect fit for our campaign with Abercrombie. She follows many clothing brands, so marketing to her is already easy. Furthermore, her deep focus on DEIA and giving back to the disadvantaged are aligned with the DEIA commitments that this campaign is founded upon. Finally, she is an avid user of the social media platforms that we are leveraging to spread awareness of this campaign on.

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